Playthings

MAY 3, 1974

THE NEWS MAGAZINE OF TOY, HOBBY & CRAFT MERCHANDISING

Preschool wizardry conjures up sales magic–IN COLOR with in-depth report on how this category is doing

Handy hints for hobbycraft dealers–a manual of selling ideas

Photo-journal coverage of Minneapolis and Atlanta toy fairs

Murray makes it more exciting in '74.

See Murray Ohio Advertisement Inside.

Little Money Savers Big Money Makers

New Toy Vinyl Banks

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16″ 13″ 10″ Trail Bikes

Hedstrom sizes up your market like nobody else.

When it comes to trail bikes, one size just won't fit all. Because kids of all sizes are climbing onto Hedstrom's new custom Trail Bikes. So Hedstrom makes three popular wheel sizes to completely cover your market: 16″, 13″ and 10″.

And you'll find the same kind of complete coverage in Hedstrom Trail Cycles, Sidewalk Bikes, Tricycles and Outdoor Gyms.

Likewise for our fine quality children's wood products. Table and chair sets and handsome Colonial rockers of every type and description.

Whether it's wheel or wood play products, Hedstrom's got you covered.

HEDSTROM CO.
Bedford, Pennsylvania 15522; Dothan, Alabama 36301
A member company of Brown Group, Inc.

VISIT OUR NEW PERMANENT SHOWROOM IN NEW YORK: 1107 Broadway, Toy Center North, 2nd Floor.

(Circle No. 4 on Reader Inquiry Card)

Playthings
EST. 1903

FROM THE PUBLISHER

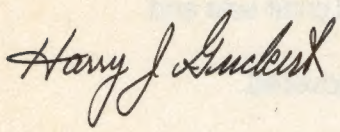
"We're selling, and we're selling early this year. And we're also getting reorders because the selling pattern is following right on through the retail level."

This was a comment made by a leading manufacturer to PLAYTHINGS one day recently, and it reenforced our optimism about a year fraught with problems at all levels of the economy.

But it was a remark heard over and over as I traveled from one regional show to the next: from Minneapolis to Atlanta to Los Angeles—and I no doubt will have heard the same sentiment expressed at the Dallas show before this column appears in print.

Reasons for this buying pattern tend to be complicated, but most spokesmen for the industry seem to agree that the retailers are buying early to avoid price increases later in the year. And consumers still see toy and hobbycraft goods as popularly priced merchandise they can afford in contrast to many, many high-ticket items which are weighted with much greater consideration before being purchased.

Within the next thirty days or so, the industry's manufacturers will be in full gear for the Christmas season, and, by then, we will have a better feeling for the remainder of 1974. For now, though, the affirmative comments of so many members of the industry lead us to only one conclusion: 1974 will be a very good year.



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Plastic kits have changed since you were a kid. Has your plastics department?

Back in the 1950's, plastic kits were really toys you put together yourself.

Over the years, the customer for plastic kits has grown up. He has more money. He brings more sophistication, and more dollars, to the market place.

Trouble is, a lot of plastic kit departments didn't grow with him. Even today, they're offering those old kits at higher prices, (thanks to inflation).

It's a problem, but not without solution.

MRC/Tamiya offers a full line of very high quality plastic kits. Designed to appeal to the man who has money to spend and who is looking for real modeling enjoyment.

What does MRC/Tamiya give him for his money? Plenty. We have exact replicas in incredible detail. Incomparable molding techniques. High quality plastic.

Even more importantly, we are constantly introducing more new products (so there won't be a slack in his buying — or your selling), and we package *everything* we sell beautifully. (People know an MRC/Tamiya kit just by looking at the box art.)

These are the things that make MRC customers, repeat customers. That turn buyers into collectors. That create a bigger, more profitable plastic business for you.

Little wonder that mass merchandisers who carry MRC are making more money. They've cashed in on a big, affluent market that keeps buying. And growing.

Shouldn't you grow with it?

MODEL RECTIFIER CORPORATION
Edison, New Jersey 08817

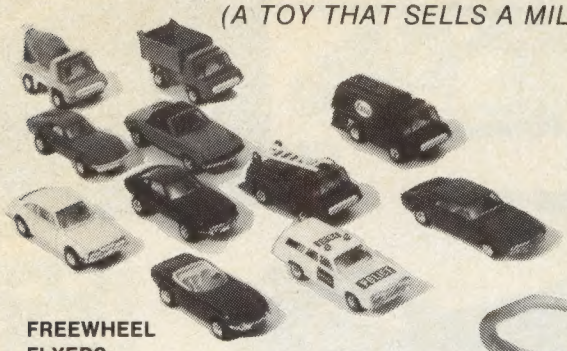
MRC

TAMIYA

(Circle No. 5 on Reader Inquiry Card)

We've made a lot of Millionaires

(A TOY THAT SELLS A MILLION PIECES A YEAR)



FREEWHEEL FLYERS
2 million shipped since November 1973

ALFIE ALLIGATOR
Over 1 million a year for the last 3½ years

SQUIRREL MONKEY
Well over a million sold since Toy Fair 1973

CONGO GORILLA
2 million sold in 1½ years

WE SHIPPED OVER 200 MILLION TOYS LAST YEAR!

NOW:

THE MILLIONAIRES APPARENT

420,000 pcs. sold in just 2 weeks!

"Booo the Bat"

"Boney Benny the weight watcher"

We're almost half way to our next millionaire . . . in just two weeks! And that kind of turnover means money in the bank for you.

Higher quality and better distribution are a couple reasons Imperial toys turn-over faster than any others in the industry. But it takes sound experience and market instinct to consistantly make millionaires (a toy that sells a million pieces a year).

Many companies never have a millionaire. We've never had less than five. Last year we had eight.

Now, in just two weeks at the New York toy fair, "Booo the Bat" and "Boney Benny" are well on their way to their first million. And you can profit by it.

Circle our number on the reader service card. Or better yet, call your Imperial Toy Representative.

Imperial TOY CORPORATION

© 1973 670 Imperial Street / Los Angeles, Ca. 90021 / Phone: 213/489-2100

When we make a millionaire... you make a buck

"I came to hear your foot laugh."

Sounds silly. Until you hear about all of the games that sentence has sold. You see, there are over 5 million sentences in Scrabble® Sentence Cubes. And we've taken some of the funniest and made them into a very, very hard-selling commercial. Last February we had the greatest success with it in the New York market. Now we're planning a heavy TV schedule for the major markets this Fall. So be prepared because Scrabble® Sentence Cubes will really be moving.

Scrabble® Sentence Cubes. 5 million sentences in a cup.

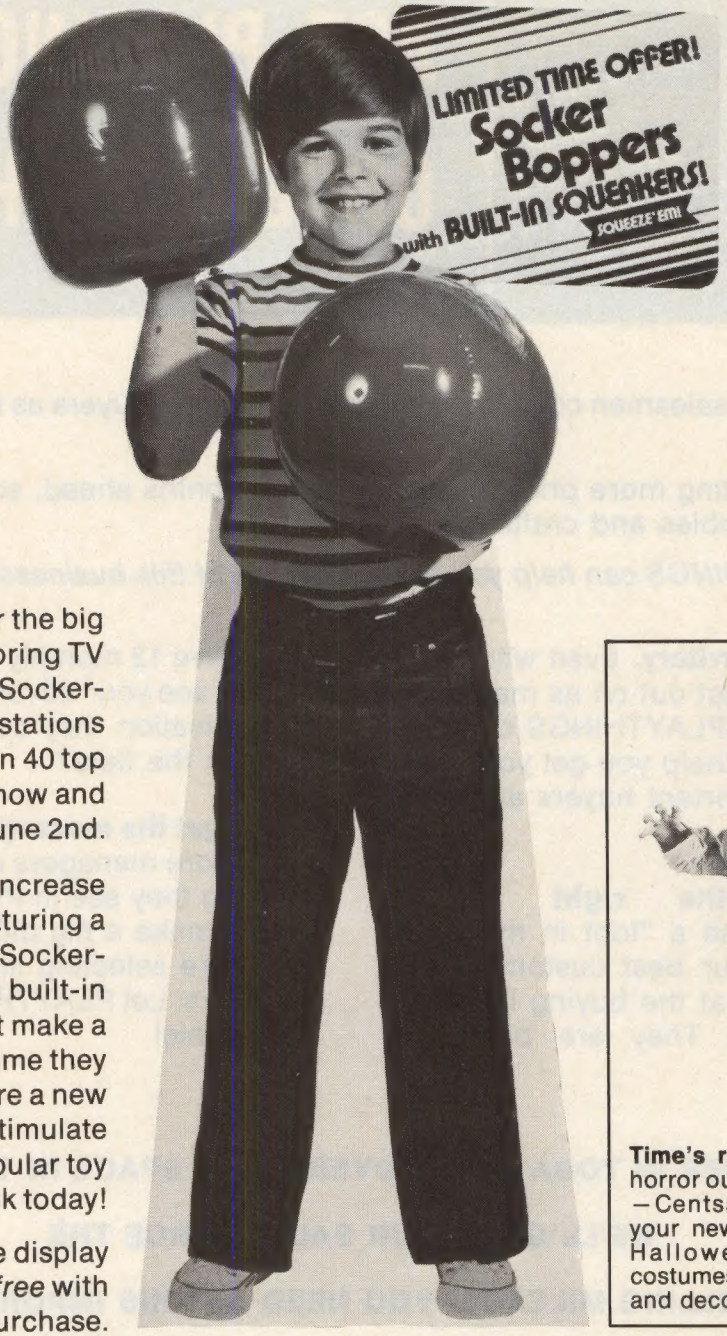
Selchow & Righter Games

(Circle No. 7 on Reader Inquiry Card)

Distributed in U.S.A. by: **Cardinal Industries Inc.**
75 Wythe Ave. - Brooklyn, N. Y. 11211 - Tel. EVergreen 7-811-2

(Circle No. 8 on Reader Inquiry Card)

Sock it to sales in the big Socker-Boppers Spring TV push!



Stock up now for the big eight-week spring TV promotion for Socker-Boppers. 215 network stations plus local schedules in 40 top markets, starting now and running until June 2nd.

Limited time offer! Increase your sales by featuring a special design of Socker-Boppers with built-in "squeakers" that make a funny noise every time they hit someone. They're a new and different way to stimulate purchases of this popular toy —so order extra stock today!

This effective display mannequin *comes free* with every 12-dozen purchase.

Time's running out! Take the horror out of Halloween ordering —Centsable Products can be your new, single source for all Halloween merchandise— costumes, masks, accessories and decorations!

See your jobber or Centsable rep now for complete details.

centsable products, inc.

305 Eric Drive · Palatine, Ill. 60067 · 800-323-7575

The Socker Boppers People™

(Circle No. 9 on Reader Inquiry Card)

MANY OF THE MAJOR CHAINS ARE PLACING THEIR ORDERS RIGHT NOW!

Don't you wish your salesmen could be face-to-face with the buyers as they're sitting down to write their orders?

Buyers are anticipating more price increases in the months ahead, so they're placing their orders for toys, hobbies and crafts now.

Here's how PLAYTHINGS can help you get **your share** *of this business in the weeks ahead:*

1. **We cover the territory.** Even when your salesmen can't get out on as many calls as they used to, PLAYTHINGS can fill in the gaps. Let us help you get your sales message to important buyers all across the country.

2. **We reach the right people.** PLAYTHINGS has a "foot in the door" with most of your best customers and prospects, both at the buying level and the store level. They are paying to receive 12 monthly issues. How often will they see your advertising message in the publication they consistently choose as #1 in the field?

3. **We get the message across.** Buyers and in-store managers respond to the advertising they see in PLAYTHINGS. Your ad can make a big difference right now, as they're selecting lines and placing their orders. Let PLAYTHINGS help you clinch the sale!

PUT YOUR ORDER IN TODAY FOR ADVERTISING SPACE IN THE NEXT ISSUE.

WE'LL GIVE YOUR SALES FORCE THE

"EXTRA SELLING MILEAGE" YOU NEED AT THIS IMPORTANT TIME.

Playthings

THE NEWS MAGAZINE OF TOY, HOBBY & CRAFT MERCHANDISING

51 MADISON AVENUE • NEW YORK, N.Y. 10010 • (212) 689-4411

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NEWSLETTER

Up-to-the-minute items of interest to the toy trade

Late Reports

TMA requests change in CPSA

NEW YORK—The Toy Manufacturers of America have petitioned Congress to put teeth into toy safety laws in a statement filed in Washington with the subcommittee on Commerce and Finance. The TMA petition requests that the Consumer Product Safety Commission be granted the power to adopt over-all toy safety standards, a power that they don't currently have due to a quirk in the Consumer Product Safety Act.

The subcommittee on Commerce and Finance has concluded public hearings on possible amendments to the CPSA, but they have not yet released any statements concerning TMA's petition.

Donald Art acquires Design-R Crafts

PORT CHESTER, N. Y.—Donald M. Bonnist, president of Donald Art Company, announced the acquisition of Design-R-Crafts, from the Tandy Corporation, Fort Worth, Texas.

Donald Art is a leading publisher of art reproduction for decorative purposes including the craft industry.

Bonnist stated that due to the numerous requests from many of their customers for well designed, quality craft kits, the company has decided to move further into the craft field.

Connecticut jobber expands

MIDDLETOWN, CONN.—Connecticut Hobby Craft Distributors has purchased a 20,000 square foot building at 283 Main Street in New Britain.

In the hobby business since 1940, the company has expanded its mail order distribution business and now supplies many hobby stores across the country with model railroading, planes, and plastic models. The new larger facilities will enable them to stock a larger variety and speed up service.

Canada promulgates labeling rules

NEW YORK—On March 1st, Canada promulgated regulations under its Consumer Packaging and Labeling Act. This act is similar to the Federal Fair Packaging and Labeling Act, except that the Canadian Government has not exempted toys from its coverage.

The regulations provide for bilingual labeling requirements. Accordingly, the principal display panel must contain a bilingual statement of the net quantity of contents and the identity of the product in terms of its common or generic name.

The name and principal place of business of the manufacturer may appear on any part of the label.

Peter Pan announces new series

NEWARK—Martin Kasen, president of Peter Pan Records announced that a new series of 7″ books and records will be produced by the company on its Power label and will be titled "Super Records."

It will feature a regular book 10″ high and 7″ wide but in a comic book format and a 7″ 45 rpm record additionally dramatizing the adventure.

The company has signed an exclusive contract with Marvel Comics for all of their Super Heroes. Popular comic book favorites such as the Hulk, Spiderman, Captain America and the Avengers will be featured.

Business

Trends and developments of significance to the toy industry

Wheel Goods acquires Guaranty Cycle

MINNEAPOLIS—Wheel Goods has announced the completion of its acquisition of Guaranty Cycle in St. Louis, Mo. The acquisition will allow the firm to expand its wholesale distribution to include 1,500 dealers in 15 Midwestern states.

Along with a broad line of bicycle parts, tools, accessories, clothing and publications, the firm distributes the Guaranty, Hosteler, Miyata, Murray-Ohio, Steyr, and Tyler lines of bikes.

The company conducts a direct mail business from its main headquarters.

Circus World Stores opens new units

SOUTHFIELD, MI.—Circus World Toy Stores has made public the opening of two previously announced units, one located in the Hoover-Eleven Shopping Center, Warren, Michigan, and the other in the Lincoln Mall, Matteson, Illinois.

Two additional units are currently under construction in Troy and Shelby, Michigan. Both will open by the summer of 1974. This puts Circus World Stores in every major retail market throughout Michigan.

Doughboy sale impending

NEW RICHMOND, WISC.—Doughboy Recreational Company, division of Domain Industries, announced that a number of leading companies in the recreational and leisure time products manufacturing business, as well as toys, have shown a keen interest in acquiring the business assets of the firm.

The transaction, if completed, would include patents and names on which Doughboy and Domain have a copyright or have registered.

Decoupage company changes name

STATESVILLE, N. C.—The formation of a new company engaged in the manufacture of a top quality line of decoupage products called Talisman Corporation has been announced by its president, Allen J. Park.

Talisman will distribute its products throughout the United States by means of a network of manufacturer's representatives, distributors, and retailers. Blue Ridge Craft Distributors of North Wilkesboro, N. C. have been appointed to handle the distribution for the Southeast. Some 10 manufacturer's representatives have been chosen thus far but additional territories are still available.

Only the name is new to the trade. Management and staff of this company have been involved in manufacturing of quality products for the decoupage industry for eight years.

GHC acquires Calman Distributors

PHILADELPHIA—General Hobbies Corporation has acquired all of the assets of Calman Distributors, Chicago, a twenty year old Midwest hobby distributor. This marks the first acquisition for the corporation since it went public in November, 1973, and also expands the distribution division of the firm into the Midwest area for the first time.

The acquisition was concluded for an undisclosed exchange of stock. Calman Distributors will operate as a wholly-owned subsidiary of General Hobbies.

Vitali joins A Time for Growing

NEW YORK—A Time For Growing has announced that Antonio Vitali, the Swiss designer and sculptor, has joined the wholesale operation and its retail outlet, Dollsandreams, as a full partner. Vitali has designed toys which have been displayed in such museums as the Louvre, Sadelem in Amsterdam and the Kunstgewerbe Museum in Zurich.

Financial

Sales and earnings reports, projections, stock prices, new issues

Ohio Art reports sales & earnings up

TOLEDO—The Ohio Art Company announced that its sales and earnings for the year ended December 31st, 1973 were up from the previous year's level.

Consolidated sales for 1973 totaled $25,774,000, up from $25,110,000 for the same period a year ago.

Net income for the year in 1973 was $615,000, up from $527,000 from last year.

Revell's earnings way up

VENICE, CALIF.—"The fiscal year ended December 30th, 1973, resulted in record levels for sales and net earnings for Revell," Ms. Royle Glasser Lasky, president, announced.

Sales were $25,004,252, for 1973, a sharp rise from $20,593,703 in 1972. Net income rose to $1,612,926 compared with $1,186,985 last year.

1973 was record year for Gabriel

NEW YORK—Jerome M. Fryer, president of Gabriel Industries announced that operations for the year ended December 31st, 1973 resulted in record highs in sales, net income and earnings.

Sales were $42,661,141 in 1973, compared with $35,080,799 the previous year. Net income rose to $1,895,263 from $1,398,326, in 1972.

"We are optimistic about 1974, despite the present uncertain business climate." Mr. Fryer added, "Barring a sharp economic downturn, we believe that we can achieve our goal of a third successive record year."

Sales and earnings up for Tonka in '73

MOUND, MINN.—Sales for the Tonka Corporation for the year ended December 29th, 1973 were reported at $83,414,000, up 34.5% from $61,995,000 for the same period last year.

Net earnings were $3,556,000 in 1973, up 50.4% from $2,365,000 in 1972.

Knickerbocker reports record year

MIDDLESEX, N. J.—Rodney L. White, executive vice president of Knickerbocker Toy Company, announced record sales and earnings for the year ended December 29th, 1973.

Net sales for the year increased 15.5% to $21,120,671 compared with $18,284,392 in 1972.

Net income for 1973 was $2,896,682, a gain of 46.3% over 1972 income of $1,979,691.

Mr. White, in commenting on the results, said that the firm's new items had high consumer acceptance.

RECENT SALES AND EARNINGS REPORT

Company	Period Covered	Sales	Net Earnings	Sales in Same Period A Year Ago	Net Earnings in Same Period A Year Ago
Tonka	**12 mos. ended Dec. 29, 1973**	**$ 83,414,000**	**$ 3,556,000**	**$ 61,995,000**	**$ 2,365,000**
Ohio Art	**12 mos. ended Dec. 31, 1973**	**25,774,000**	**615,000**	**25,110,000**	**527,000**
Coleco	**12 mos. ended Dec. 31, 1973**	**74,618,322**	**154,804**	**58,984,000**	**4,475,315**
Knickerbocker Toy	**12 mos. ended Dec. 29, 1973**	**21,120,671**	**2,896,682**	**18,284,392**	**1,979,691**
Gabriel Industries	**12 mos. ended Dec. 31, 1973**	**42,661,141**	**1,895,263**	**35,080,799**	**1,398,326**
Revell	**12 mos. ended Dec. 30, 1973**	**25,004,252**	**1,612,926**	**20,593,703**	**929,781**

Financial

Sales and earnings reports, projections, stock prices, new issues

STOCK MARKET PRICES FOR 42 LEADING TOY COMPANIES

NEW YORK EXCHANGE

	Closing 4/9/74	Closing 3/8/74	Closing 4/9/73
Bradley*	11	12⅝	26¾
Coleco**	4⅝	4¼	19⅞
Consolidated Foods (Tyco)	21⅜	23¼	37⅝
Damon	35⅝	39⅞	39⅜
General Mills	51⅜	54¾	59⅜
Ideal	4¼	3⅞	6¼
Masco	38	42⅜	48½
Mattel	3⅛	3⅛	6⅜
Murray Ohio	24	25¼	27½
Nabisco	36¾	33⅜	50½
National Ind.	4¾	4	3½
Owens-Illinois	36¼	34⅞	N.A.
Quaker Oats	24¾	25½	35¼
Tonka	14	14⅝	17⅜
Victor	7½	8⅜	14
Western Publishing	13⅛	12¾	17⅝

AMERICAN EXCHANGE

	Closing 4/9/74	Closing 3/8/74	Closing 4/9/73
Aluminum Specialty	N.A.	N.A.	9
Gabriel	6¾	8⅞	9
Greenman	3½	4⅛	12⅛
Hasbro	3½	3¾	8⅛
Huffman	8½	9	13¾
Knickerbocker	10⅝	11⅜	22½
Mego	2½	3	2½
Ohio Art	4	3¾	5⅜
Servotronic	3⅝	3	10
Stelber	3¾	4⅛	N.A.

OVER-THE-COUNTER

	Closing Bid 4/9/74	Closing Bid 3/8/74	Closing Bid 4/9/73
AMT	2¼	3⅛	4
Atreo	¼	¾	1½
Domain (Doughboy)	9⅛	10	7⅞
Eldon	2	3	3
Escalade Inc. (Rapco)	2	3¾	8⅞
Leisure Dynamics	1	½	4⅞
Leisure & Learning	N.A.	N.A.	N.A.
Leisure Group	⅛	⅝	⅜
Lomart	⅞	1½	2¾
Miner	6⅝	7⅜	9¼
My-Toy†	¾	N.A.	4½
Nationwide Check (Avalon Hill)	3½	4	3½
Remco	⅛ offrd	¼	1½
Revell	7¾	9½	12¼
Visual Art	N.A.	8⅝	N.A.
Wham-O	1⅞	N.A.	2¾

*5 for 3 stock split, 4/4/72

**2 for 1 stock split, 5/30/72

†100% stock dividend, 6/9/72

N.A. means price is not available

Retail prices mixed

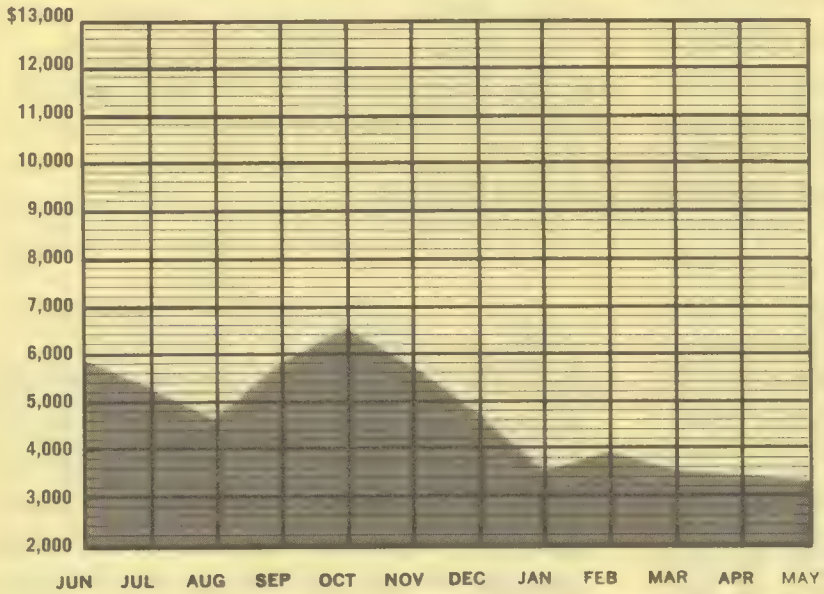
NEW YORK — Mid-April closing prices of the 24 major retailing stocks now being followed by PLAYTHINGS showed mixed results. Ten stocks were up, seven were down, one showed no change, and comparison for six was impossible.

Listed below are the prices of the 24 major stocks followed by this publication at their close on April 9, and the change from their close on March 12.

(New York Stock Exchange) Allied—21½, up ¾; Arlans—Not Available; City Stores—3⅞, last month, N.A.; Federated—32¼, up ½; Gamble-Skogmo—31, up 4½; Gimbel—Not available; Grant—6⅞, down 3; Interstate—1⅝, up ⅛; Kings—5½, up ⅛; Kreske—30, down 1⅝; Marcor—23½, up 2¼; May—25, up 2¾; Murphy—16, down 1¼; Penney—68⅛, down 1½; Sears—82⅛, down 2¼; Super Value—17¾, up ⅛; Vornado—4¼, No Change; Woolworth—17⅜, up ½; Zayre—6⅛, down ½.

(American Stock Exchange) Caldor—7⅞, up ½; Jefferson—Not Available; Mammoth Mart—1⅝, down ⅛; Mangel—Not Available; Neisner—Not Available.

THE PLAYTHINGS PORTFOLIO



Stocks continue to drop

The downward trend in stock prices for the stocks in the PLAYTHINGS' portfolio continued. Starting with an original value of $12,000 in March, 1969, when it was first compiled, it is now $3,338.75, down from $3,409.01.

The initial hypothetical commitment comprised $1,000 worth of each company's stock, figured in each instance to the nearest whole share. Brokerage commissions were omitted from the calculations.

Not included in the portfolio are concerns whose representation in toys is solely through a subsidiary or division. The 12 companies selected are instead, exclusively in toys or nearly so. Here's the list of shares held.

Mattel—30; Milton Bradley—33; Ideal—66; Remco—50; Hasbro—63; Ohio Art—66; Tonka—21; Revell—105; Wham-O—80; Coleco—136; Greenman—64; Leisure & Learning—125.

GOLDEN SPINNER RACK FROM PIONEER QUALATEX

Increase impulse sales with this sturdy, revolving counter rack featuring three Qualatex packages and an attractive, eye-catching display banner.

Contents:

32 packages, "Lots of Balloons" (#P-730)
32 packages, "Royal Mixture" (#P-294)
32 packages, "Big Balloons" (#P-920)

- All packages pre-priced at 59¢.
- Big Consumer Bargain. A $1.00 balloon value in each 59¢ package.
- Total retail value — $56.64.
- Total height of rack and banner — 32 inches.
- Weight — 16 lbs. 4 oz.
- All packages pre-loaded.
- Displays packed one to a carton.
- Just lift it out and put it on your counter.

THE PIONEER RUBBER COMPANY
Willard, Ohio 44890 • Division of Sherwood Medical Industries

Ms. Betty Wolfe
Pioneer Rubber Company
Tiffin Road
Willard, Ohio 44890

☐ The Golden Spinner looks good. Please send me more information.

☐ Please send me the complete Qualatex Catalog.

Name _____

Company _____

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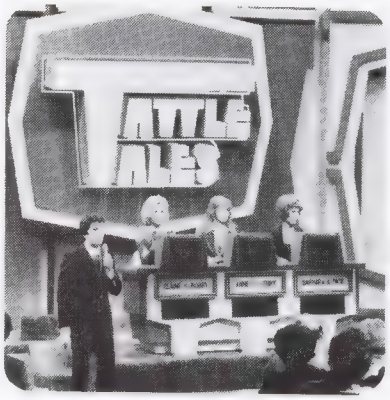

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Revell Productions films drag race for TV drama

VENICE, CALIF.—Revell Productions has filmed a 90 minute TV drama using professional automobile drag racing as a background.

The production company, a subsidiary of Revell, filmed "Revell's Northern Challenge" drag race that was staged May 1st at Fremont Raceway. The night race which was an all-star funny car show, provided racing footage for use in the feature film for TV, and a half hour series to follow.

The family entertainment film was dramatic in nature, featuring well-known actors in leading roles. Principal photography is scheduled for mid-summer.

Credit managers to meet

NEW YORK—The National Credit Conference of the Toy Manufacturers of America has signed up a record number of registrants, according to TMA officials.

The meeting is scheduled for the Sands Hotel in Las Vegas from May 22 to 24.

New York craft show draws big crowds

NEW YORK—The 1974 Craft Materials & Equipment Show opened at the New York Coliseum in late March amid a ballyhoo of demonstrations, lectures and slide presentations of

Quilter Rogers in demonstration

weaving, quilting, wood-working, needlepointing, and enameling, to name only a few.

The four-day event was sponsored by the New York State Craftsmen, a 20-year old non-profit educational and cultural organization dedicated to serving the professional and amateur craftsperson and furthering public interest in crafts.

Furthermore, the entire week had been proclaimed Craft Week by Mayor Abraham D. Beame.

This year's show drew a total of 15,600 fans to the Columbus Circle exhibition building.

Milling through the third-floor display booths, they watched as "Pop Top" Terp created a chic lady's gown out of the snap-off aluminum closures on the tops of aluminum soda and beer cans.

If they had an urge to fly their colors, there was a continuous banner-making workshop and bee.

For the nostalgic, Josephine Rogers, one of New York's leading quilters, demonstrated the Early American art of quilting.

"Patchwork quilting is the only craft indigenous to the United States. It came about out of necessity, as bits and pieces of worn-out clothing were sewn together to form bedclothes," Miss Rogers said.

"Of course, in early Americana, a quilting bee was also a party," the quilter quipped, enjoying the party in progress around her demonstration booth.

According to Harry Dennis, executive director of the craftsmen's group, the quilting bee was scheduled because the 1973 bee was so popular.

"Literally thousands of people tried quilting at last year's show. As a craft, quilting seems to be catching on. It can be easy and yet produce some very beautiful results. You can quilt pillows, cushions, bed covers, clothes, and even wall hangings," he said.

Many of the exhibits at the fair had leading craftspeople as demonstrators, working in wood, leather, metal paper, stained glass, textiles, enamel, and jewelry.

Henry Halem, one of the most talented glassblowers in the United States, drew crowds to watch him perform his ancient craft.

Mattel reveals Gulf's circus purchase off

HAWTHORNE, CALIF.—The agreement between Mattel and the Gulf Oil Corporation for the latter's purchase of the circus company is off.

In its most recent financial statement, the California-based toy firm said that they were still looking for a buyer to acquire its Ringling Bros.-Barnum & Bailey Combined Shows operation.

Mattel purchased the circus, which is its remaining subsidiary, in 1971.

Arthur Spear, Mattel's president, reported that the circus, which is operating profitably, has been included in its discontinued operations.

The firm's discontinued operations include: the Optigan Corporation, makers of musical instruments, which is now part of Miner Industires; Turco Manufacturing, gymset and playground equipment producers, and Audio Magnetics Corporation, manufacturers of tapes and cassettes.

Spear said that the $24 million used to pay this month's installment on the long-term bank loan came from sales of the three subsidiaries and the balance from cash generated by continuing operations.

Mattel reported a fiscal fourth quarter profit of $2.2 million, or 13 cents a share.

Results for the fourth quarter, ended February 2, included a $600,000 loss from the discontinued operations. In the fiscal 1973 fourth quarter, the toymaker posted a restated loss of $31.1 million, including a loss from discontinued operations of $9.6 million.

Sales increased 7% from the previous year's total of $79.9 million to $85.3 million in the present fourth quarter. Both figures included the sales of discontinued operations.

What's Selling • Miami • Philadelphia

Toys on the move in major markets

Miami merchants report banner sales

MIAMI—Kite and roller skate weather arrived, and Miami toy stores reported banner sales. Greatest in kite popularity were Gayla's Sky Spy and Sky Raider, both selling for $1. Also good was Bilway Corporation's Super Fly at $1.99, and the Hi Flier kites by Damon; John Livingston Sea Gull, Dracula and Dare Devil, all in the $1 range. And of course along with the kites went carloads of spin winders and miles of string.

In skates, it was those by Roller Derby and Union Hardware. The regular skates were priced at $5.99 and $6.99. Shoe skates, which outsold the others, went for $7.99.

Big Wheel by Marx was good at $19.98. Also popular was the man and cycle by Evel Knievel for $13.99.

Mego's Super Hero line: Robin, Superman, Batman and Spiderman were best sellers in many outlets at $2.99. And good was the friction-pomered Spiderman Cycle by Azrak Hamway for $1.39.

Several low-priced items racked up good sales: Crazy Foam by American Aerosol Corporation went for $1.30; Silly String by Wham-O for $1.49 and Tap a Snapper by Mego Corp. for $1.39.

On the ocean side of Biscayne Bay it was the inflatables by Ideal and swim fins, masks and snorkels by Voit and U. S. Divers in a variety of prices. Frisbees were good in all sizes, particularly the Fast Back at $2.50. So, too, were the Sesame Street puppets which sold for about $7.00.

In games, it was Cascade by Match Box for $10.88; Skittle Pool by Aurora for $16.97 and Snap Bowling by Ideal at $13.99. Good, as usual, were the old standbys Monopoly, Parchesi and Scrabble. The $1.99 Backgammon by Milton Bradley is high in popularity. Backgammon in other brands retails as high as $25.

The trucks by Tonka and Nyline sold well, particularly the dump truck, the steam roller and trailer truck which retails for $3.59—**John Fix**

Early spring sales up in Quaker City

PHILADELPHIA—The easing in the energy crisis and tension for fear of additional loss of jobs in the Quaker City was reflected in upward sales and layaway for early spring. This, coupled with Easter, made for good sales, most dealers stated.

Easter Plush was big this season; ducks, chicks and bunnies went well from $2.50 to $6.

Ideal's Evil Knievel moved well, both in the Starter Cycle at $14 and the Scramble Van at $16.

Creative Playthings in the medium price ranges—about $5 generally—was cited as a steady leader at one suburban store.

New to local mention were Mego's Tappers at 99¢.

Most dealers reported bikes picking up but not with the demand as yet of last year. With the exception of one of the area's largest retailers who stated "Bikes, bikes and more bikes—that's all they're asking for—any make as long as it's ten-speed." Iverson and AMF in the $79.95 to $100 bracket were big and the latter was also selling well in the 3-speed version at $59.95.

Hobbies were strong with model plastics by Aurora and by Revell both moving in the $1 to $5 range.

Associated Hobby Manufacturers, a local firm, reported that its model railroading merchandise was a hot seller in the Quaker City area, as it has been across the entire nation.

The Lone Ranger and Tonto were strong, both by Gabriel at $4.75 and another old standard appeared again, Matchboxes by Lesney, at 79¢. "Every few years there is another new demand for this old favorite and it looks like this might be a Matchbox year again," one dealer commented.—**Bill Storm**

'Sesame Street' boutiques set for Bamberger units

NEWARK—Bamberger's will open "Sesame Street" boutiques in three of its stores to showcase the toys, books, records, and other playthings inspired by the award-winning television show.

The New Jersey retailer said the new departments also would feature products inspired by "The Electric Company," the other TV show produced by Children's Television Workshop for beginning readers.

Besides the downtown Newark store, Bamberger's "Sesame Street" boutiques are located in the Paramus, New Jersey, and Monmouth, New Jersey, units.

Two recent promotions led to the creation of the separate boutiques.

Last fall, the Monmouth outlet ran a "Sesame Street" Center, and on a day-to-day basis, the items in that store outsold the same items in the other branches.

During that same period, Bamberger's sponsored two separate in-store promotions featuring cast members from both shows. The events proved highly successful in terms of attendance—almost 7,000 people at both functions—and concurrent product sales.

The promotions took place two weeks apart in the Willowbrook Shopping Mall and East Brunswick units.

According to a Bamberger's spokesman. 'There is no question in my mind but that the high consumer interest in 'Sesame Street' generated the huge increase in sales over last year."

Marshall Associates locate in American Furniture Mart

CHICAGO. — Marshall Associates moved its offices to Suite 513 in the American Furniture Mart.

Austin Marshall, head of the firm, also announced that he was now representing two new lines; Hi-Ho Products of Pittsburgh and Bat Distributing Company of New York.

Trade rumors indicated that other toy sales firms were interested in locating in the Furniture Mart and that a move was underway to convert the fifth floor into a "toy row" such as the one that once existed on the 14th floor of the Merchandise Mart.

With the recent announcement that O'Brien-Sexton Associates soon will leave the Merchandise Mart for a new office and warehouse complex in suburban Bensenville, only a few toy companies remain there.

Casper's co-star Wendy joins Camp Fire Girls

NEW YORK—Harvey Famous Cartoons television and comics star, Wendy, the Good Little Witch, joined the Camp Fire Girls as a Blue Bird on March 17th. The event was in celebration of the Camp Fire Girls' 64th Birthday Week.

Wendy is the co-star of Casper, the Friendly Ghost, and she has appeared with him in animated cartoons and comics for over 20 years.

As a Blue Bird, Wendy will be working with six to eight year olds, the youngest members of the Camp Fire Girls. Casper joined the Boy Scouts of America and has been prominent this year in Cub Scout promotions.

Casper and Wendy will make a series of personal appearances together to promote the Boy Scouts of America, Camp Fire Girls and UNICEF. The Casper, The Friendly Ghost Friendship Festival will include a staged show and will be presented in major malls and shopping centers across the country.

British firms to exhibit at NYC Stationery Show

NEW YORK—British manufacturers will man a large display of their products at the New York Stationery Show this month.

The annual event will be held at the New York Coliseum May 19-22.

Included among the merchandising lines will be chess sets, board games, jigsaw puzzles, posters, creative crafts, and other toy, game, and hobbycraft products.

Twenty companies will exhibit on the Coliseum's first floor in a group sponsored by the British Stationery and Office Products Federation. Other United Kingdom firms will show at the booths of their U. S. subsidiaries or sales representatives.

Elmex Corp. annual show set for May 20-July 20

CINCINNATI—The Elmex Corporation will hold its Toy, Hobby, Craft, and Import Show beginning Monday, May 20, and running through Tuesday, July 30.

The major toy and hobby distributor will display its goods in the firm's 10,000-square-foot showroom.

According to Bruce J. Lehrman, national sales manager, the annual event is the "largest selection of toys, hobbies and crafts in the Midwest."

What's Selling • St. Louis • Twin Cities

Toys on the move in major markets

Easter goods move well in St. Louis

ST. LOUIS—Hey, look: We've got a winner.

After months of ho-hum reports from St. Louis toy retailers, early intelligence indicated a new toy that seemed likely to stir considerable interest.

It's Zplop by Steven Manufacturing Company, a throw-dough sort of thing described best as a clean mudball. The first shipment introduced in a top suburban variety store moved in a hurry at $2.

A television promotion has been planned. TV is new for Steven, so they have big hopes for this one.

Everything in the Super Hero line was moving, and Easter goods turned profits almost everywhere. One reason, of course, was the late Easter this year, giving customers time to feel the promise and excitement of spring more than they do when Easter comes early and right on the heels of cold weather.

Crazy Foam was another hot item.

Lego was reported good by a couple of dealers, and it was suggested that many are missing the boat by not carrying it. Water guns and kites were popular, but generally it was all across the line—no particular kite seemed to be a standout.

The big stores were strong on Blazon's gymsets and others and on bicycles and accessories. Bike flags were living up to an early promise—we even saw one fastened to the bumper of a Toyota, fluttering merrily along the freeway.

Eagle Rubber's Big Luke playball was bouncing along at $3, and Evel Knievel remained strong if not so profitable because of price-cutting here and there. The 43-inch Durham's Bat Plane at $2.98 was producing some sales, and Hot Cycle and Big Wheel continued to be prominent.

The best action for variety, hardware and discount stores—and drugstores and department stores, too—was in garden and lawn equipment. There were reports of seed shortages, but supplies seemed good at most places.—**George H. Stroud**

Bikes big in Twin Cities despite bad weather

MINNEAPOLIS-ST. PAUL—Spring snow flurries and freezing rain still did not daunt the Twin-Cities' bicycle shoppers. Murray, Iverson, and other lines in 10-speed and 3-speed were the ones mentioned first by retailers. Some said they had a plentiful supply and they were promoting the 3-speeds.

Flatheads were described by one retailer as "number two, right behind bicycles" and, with others as "continuing very steady." Puff Basketball by RBC ran even stronger this year. Plush was very strong. Animal Fair is always up there, but Rushton's Easter items were in big demand.

Madame Alexander dolls were popular and on order. While viewed as indispensable by a number of retailers, Madame Alexander may be supplemented in the baby doll category, at least, by other lines until supplies become more plentiful.

Fisher-Price's crib toys, especially crib mobiles, were moving briskly. Creative Playthings sells across the board. One retailer was delighted with a new shipment of Tonka, noting that the fire engine was a real frontrunner.

Fun Fur and Fun Foam have had an upsurge in interest among the craft and hobby set, with decoupage—Patricia Nimocks was specially noted—holding up well. Railroading interest was "huge" said one retailer. Tyco was his brand. AMT and MPC plastic model kits were in demand and it was beginning to be the flying season and Cox was selling. Balsa gliders were bargains, too, at up to 39¢.—**Irene Clepper**

What's Selling continues on page 28

Gazelle model exhibited by Aristo-Craft

TOLEDO—Dieter Schluter, "Father of helicopter modelling" (L), with Irwin Polk of Aristo-Craft Distinctive Miniatures, shows off the new "Gazelle" model at the recent hobby exhibition, held here. The "Gazelle" is a sleek scale model of the French helicopter. The other four Schluter designed radio controlled copter model kits are the small 45 engine powered Kalt and the 60 engine powered larger Hegi Bell Huey Cobras, and the Hegi D-S22 Enstrum.

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1930's Comic strips revive Orphan Annie's early days

NEW YORK—Just when everyone begins to think that the nostalgia trend has finally run its course, it pops up with another angle.

The latest of these is a revival of some of the earliest exploits in the lengthy comic-strip life of Little Orphan Annie.

Starting on April 22, America's leading 1930's heroine will again pit her wits against the Depression and a whole series of dastardly pre-World War II villians.

The original Harold Gray strips will be used. The comic-strip heroine runs in approximately 250 to 300 U. S. newspapers.

Presently, the character licensing division of Marden-Kane, Incorporated, has created an active merchandising program with several toy and related manufacturers using the Orphan Annie character on their product lines.

The program includes: Well-Made Toy, with the Orphan Annie rag doll; Saalfield Publishing, with coloring and activity books; King-Seeley, with lunch boxes and thermoses, and Pronto apparel.

Shirley Henschel, in charge of Marden-Kane's character licensing division, pointed out that renewed interest in the famous comic-strip personality, should continue to accelerate because Annie will be the subject of a new Broadway musical, slated to open in early November.

George Goldberg appointed to head fund-raising drive

NEW YORK—John L. McGraw, general chairman of the 1974 New York City Cancer Crusade, has announced the appointment of Mr. George Goldberg as chairman of the Toys Division Fund Raising Campaign. Goldberg, who is merchandising manager of Korvette's has long been active in the fight against cancer.

To further his cause, Goldberg will help coordinate efforts to raise $2,987,000 for the American Cancer Society this year. The society, which maintains extensive programs of research, education, and patient care, receives no government subsidy and is wholly dependent on the public for its funds.

"It is encouraging to see men of Mr. Goldberg's caliber dedicate themselves to what is possibly the greatest challenge facing mankind today" McGraw stated, "the total eradication of cancer."

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What's Selling • Boston • Los Angeles

Toys on the move in major markets

Boston dealers report mixed spring season

BOSTON—Toy dealers continued to report "situation mixed" as they head into the spring season. There was the usual post-Christmas interest in puzzles, games, and the like, and some dealers reported an "unbelievable" response in this area.

There was also continued interest in "low-end" items, contrary to the expectations of some who felt that consumers would stress quality rather than price this year.

"We can sell almost anything under $5-$6," said one local dealer. "Above that the customer gets very selective."

Another independent dealer in one suburban area reported both sales and traffic have "fallen off considerably—much more than usual for this time of year."

He attributed the decline partially to poor weather—a cold, wet spring—and to the high cost of food and gas which discouraged impulse spending. However, he was adequately stocked for the season and expects incoming better weather will stimulate sales.

Indicative of the gas shortage and high prices was the continued interest in bicycles. Several dealers who stocked heavily on cycles reported excellent sales here.

Even those local dealers, who have held close to a year ago in dollar sales, could not pinpoint many particular "hot items." Evel Knievel drew customers despite higher prices. Other Ideal items including Gun Fight at the OK Corral, Toss Across and Gunfire did good business. Low-end dolls moved fairly well.

Some shopping center stores have reported falling traffic due to gas shortages, prices "and weather" but feel this will gradually correct itself with incoming warmer weather. However, "customers are getting more and more careful about driving over 10 miles for shopping now that they're paying 50¢ or more for a gallon of gas."—**Irving Roberts**

Easter sales push sales volume up in film land

LOS ANGELES—When queried about sales in the southern California area, one toy and hobby dealer said: "Super!" Others said business was great, and still others agreed that sales volume in this industry was up compared with last year at this time.

One of the things which pushed up spring sales was Easter plush. If the toys were animated, or musical they sold even better. No particular brand names were mentioned as favorites by dealers.

One of the hottest items here was the U-DO-BALL by Ideal. Another is Tap-A-Snapper by Mego. Still high on the sales list were Ideal's Evel Kneivel and Mattel's Verti-bird Air Police. With the onset of warmer weather, high on the sales list were Marx's Sport Wheel, Big Wheel, and Little Wheel.

With the recent publicity on Mattel's Barbie birthday celebration, sales of most Barbie items remained good. Several dealers reported top volume on the Barbie Ten-Speed.

"Almost all Fisher-Price items are moving very well," reported one dealer.

Southern California's little girls still clamored for all of Madame Alexander's dolls while Baby Alive by Kenner remained in the top selling brackets as well. Crafts were also popular in Southern California with macrame and decoupage on top.

Games began to slow down with the advent of warmer weather, but old favorites like Aggravation by Lakeside and Parker's Monopoly continued to sell. Other favorites were Password, the Price is Right, Score Four and Sub Search.—**Margaret Berg**

What's Selling • Chicago • San Francisco

Toys on the move in major markets

Chicago toymen report solid sales

CHICAGO—Despite price increases and the continued unavailability of some of the hotter numbers, Chicago toymen parlayed novelty sales and a premature spring goods boomlet into solid sales during March.

The shipment problems primarily centered around two strong carryovers from Christmas, Ideal's Evel Knievel and Marx's Big Wheel. Several merchants also complained that slow bicycle shipments were retarding their spring promotional plans.

Prices continued to be a plague on the toyman's house. One retailer was expecting a rash of consumer complaints when new price schedules went into effect April 1, and a large jobber pointed to an expected $3 retail hike in Big Wheel as indicative of what he predicted would be "a customer rebellion against rising toy prices."

Sparked by local TV promotion, the hottest number in Chicago was Crazy Foam, by American Aerosol, which was going for between $1.19 and $1.37. A revival of the old Batman series on Chicago TV also caused a strong demand for Batman goods. Selling especially well were the Batman and Robin items in Mego's Super Heroes line, and Corgi's Batmobile and Batmobile boat. Batman costumes, some of them left over from Halloween, also were moving at retail.

Otherwise, a large number of items were selling, especially those priced at under $5. Among those cited were Mattel's Barbie Malibu and Sweet 16 line; G. I. Joe by Hasbro; Johnny West by Marx; Socker Boppers by Centsable Products; Parker's Waterworks, Pit, Nerf Ball, Nerf Football, Nerf-Mobile and Nerfoop; Lesney's Matchbox line; Colorforms stick-ons; U-Do-Ball by Ideal; and Silly Putty.

On the hobby and craft counters, there was strong action in plastic car models by Revell, AMT, MPC and Monogram. Aurora model motoring accessories also were moving, and Craft Master paint-by-number kits continued as a solid staple.

One retailer reported he had built his craft section into one of his store's most viable departments by starting regular Thursday night craft instruction classes.—**Ted J. Rakstis**

Kites flying high, say Frisco dealers

SAN FRANCISCO—Kites were the big seasonal item for San Francisco Bay area toy dealers, with yo-yo's, ordinarily the other major seller at this time of year, languishing without TV or in-store demonstration.

Kites, however, were selling across the board, from the lowest priced ones—usually around 29¢—on up. The Gayla kites around $1 were moving, as were the more elaborate and more expensive models.

The Sky Ace glider from Amsco was another top seller, listing at $1.49 but priced all the way from 98¢ to $1.79. Some stores were featuring the Soaring Sam glider instead of Sky Ace.

Super-Heroes continued near the top of the sales list, with Socker Boppers and the Wham-O Magic Window also doing well. Puzzles seemed to be selling better than usual, possibly with the gasoline shortage causing more people to stay home and do puzzles.

Barbie items, as ever, were strong, with retailers looking over the newer entrants in the line as possible big sellers in the pre-Christmas season. The new Ten-Speed Bike seemed to be an early favorite, but the beach bus and the town house also drew interest from Barbie fans.

The two big high-demand no-stock items from the last Christmas season, Kenner's Baby Alive and Ideal's Evel Knievel, finally showed briefly in the area's largest toy wholesaler's stock in March, after being out of stock since October.

Preschool items, particularly the Fisher-Price line, were doing well.—**Robert Wanderer**

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It's no wonder Dinky Toys are the fastest growing die-cast metal toys in America today.

AVA Available from:
International, Box 7611, Waco, Tx 76710, 817/772-4530
New York Showroom 1107 Broadway, Room 400
Chicago Showroom 1788 Merchandise Mart

(Circle No. 22 on Reader Inquiry Card)

Calendar

L & H Sales Company Toy and Hobby Show — **May 5-June 15**
Showrooms, 4801 Beech Place, Marlow Heights,, Maryland

Premium Show — **May 6-9**
Coliseum, New York City

TMA Summer Conference — **May 13-15**
Boca Raton Hotel & Club, Boca Raton, Florida

New York Stationery Show — **May 19-22**
Coliseum, New York City

TMA National Credit Conference — **May 22-24**
The Sands Hotel, Las Vegas, Nevada

G. R. Dawson & Son Christmas Toy Show — **May 29-June 30**
135 Center Street, Chester, South Carolina

Globe Wholesale Christmas Show — **June 2-9**
Globe Headquarters, Chicago

Hobby and Craft Trade Show — **June 8-9**
San Mateo County Fair Grounds

Hobby Industry Association of Delaware Valley Show — **June 8-9**
Sheraton Hotel, Philadelphia

Wal-Mar Arts and Crafts Festival — **June 11-12**
Sheraton Hotel, Philadelphia

Toy Knights of America's Golf Outing — **June 20**
Dellwood Country Club, New City, New York

Connoisseur Studio Craft Show — **July 11-15**
Connoisseur Studio Headquarters, Louisville

Navy Pier Home Products Show — **July 11-16**
Navy Pier, Chicago

Transworld Housewares & Variety Exhibit — **July 12-1**
Amphitheatre, Chicago

Ohio State Craft Show — **July 20-21**
Veterans Memorial Building, Columbus

Atlanta Craft & Hobby Show — **August 4-6**
Civic Center Exhibit Hall, Atlanta

Toy Wholesalers Association of America's Summer Meeting — **August 21-22**
Beverly Hilton Hotel, Beverly Hills, California

National Merchandise Show — **September 8-11**
Coliseum, New York City

National Premium Show — **October 21-24**
McCormick Place, Chicago

Atlanta Spring & Summer Toy Show — **November 1-3**
Merchandise Mart, Atlanta

NSPI Fall Pool Show — **November 22-24**
Americana Hotel, New York City

TMA Annual Meeting — **December 9**
Americana Hotel, New York City

International Toy Fair — **January 11-16, 1975**
Harrogate, England

Murray takes them where the good times are. And makes getting there twice the fun. On Parkcycles with the sleek exciting lines, colorful design and trim, and rugged 'bring-it-on' construction that makes every ride an adventure.

And there's a Murray Parkcycle for every boy and girl. From 16" convertibles to 20" coasters. Each with design and construction features kids love best. And with approved safety features built in.

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Murray Ohio Manufacturing Company, Brentwood, Tennessee 37027

(Circle No. 23 on Reader Inquiry Card)

BMA/6 CERTIFIED

A model of each Murray bicycle has been tested by an independent laboratory to meet BMA 6 standards

AMF and SASCO continue expansion

John Sudlow (L), president, AMF Wheel Goods and John F. Clark, president, SASCO.

OLNEY, ILL.—AMF Wheel Goods Division and SASCO, the service subsidiary of Sunbeam Corporation, have agreed to continue to expand their bicycle and junior wheel goods service facilities network on both warranty and out-of-warranty service for all AMF Roadmaster bicycles and junior vehicles.

Currently SASCO is operating some 50 AMF bicycles, service centers and this is being expanded to 60 in 1974 with further expansion anticipated, according to a joint announcement from John Sudlow, AFM Wheel Goods, president, and John F. Clark, SASCO president.

Mattel buys TV commercial time during 1974 World Series broadcasts

HAWTHORNE, CALIF.—The 1974 World Series TV broadcasts will feature commercials for Mattel's line of home entertainment machines, it was announced by Ken Block, vice president, merchandising for Mattel Toys. The baseball time purchase will support the Slick Shooter, Slinger Shot and Spinpower Pinball games of Mattel's home entertainment line.

Block said that the commercials will run on weekend games, Saturday and Sunday, October 12th and 13th, and during the prime time night games on Tuesday and Wednesday, October 15th and 16th. Mattel has options to buy additional time if the Series goes beyond four games.

"The World Series draws on all-family audiences, the perfect audience for Mattel's Family machines," Block stated.

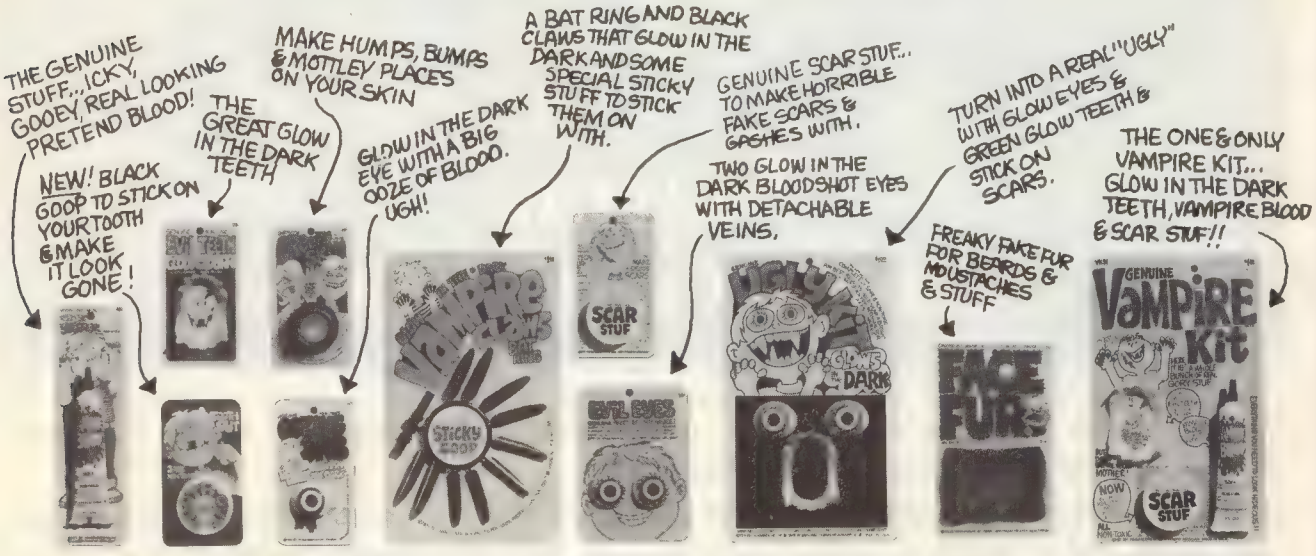
Executive changes announced at May Co.

ST. LOUIS—Thomas A. Hays, president of the Venture Stores, division of the May Department Stores Company will become chairman of the board of the Hecht Company, Washington, D. C. and Baltimore department store divisions of the May Company.

John F. Baker, chairman of the board of the Washington Hecht Company will become president of the Baltimore Hecht Company, succeeding Harold A. Crone, who is retiring. John T. Lundegard, vice chairman of the board of Venture, will succeed Hays as president of Venture.

In addition to their operating company position, Hays, Baker and Lundegard are vice presidents of the May Department Stores Company.

2 OUT OF 3 KIDS ARE LITTLE MONSTERS. THE OTHER ONE WANTS TO BE. HELP HIM.


THE GENUINE STUFF... ICKY, GOOEY, REAL LOOKING PRETEND BLOOD!
NEW! BLACK GOOP TO STICK ON YOUR TOOTH & MAKE IT LOOK GONE!
THE GREAT GLOW IN THE DARK TEETH
MAKE HUMPS, BUMPS & MOTTLEY PLACES ON YOUR SKIN
GLOW IN THE DARK EYE WITH A BIG OOZE OF BLOOD. UGH!
A BAT RING AND BLACK CLAWS THAT GLOW IN THE DARK AND SOME SPECIAL STICKY STUFF TO STICK THEM ON WITH.
GENUINE SCAR STUF... TO MAKE HORRIBLE FAKE SCARS & GASHES WITH.
TWO GLOW IN THE DARK BLOODSHOT EYES WITH DETACHABLE VEINS.
TURN INTO A REAL "UGLY" WITH GLOW EYES & GREEN GLOW TEETH & STICK ON SCARS.
FREAKY FAKE FUR FOR BEARDS & MOUSTACHES & STUFF
THE ONE & ONLY VAMPIRE KIT... GLOW IN THE DARK TEETH, VAMPIRE BLOOD & SCAR STUF!!
SCAR STUF
GENUINE VAMPIRE Kit

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"Now it's Ertl and Structo by Ertl for one top line"

Fred Ertl, Jr.
President

Structo No. 3758:
Boon Dock'r

Structo No. 3324:
Road Boss Vista-Dome Horse Van

"Farm toys . . . steel trucks — both from a single source.

From Structo, there's a wide selection of steel trucks, cars, and construction equipment. From Ertl, die-cast metal tractors, implements, trucks, and construction toys; Ertlkins® pre-school toys; and Blueprint Replica™ plastic model kits. Now both brands are available from one high-quality source — Ertl. With this big selection your customers have a lot to choose from, with one thing in common: exceptional quality. That's what the name Ertl means in toys, and we mean to keep it that way.

Both Ertl and Structo will be featured in our big Fall advertising promotion, including consumer magazines and Sunday newspaper roto sections with dealer listings. Ertl/Structo advertising will reach an estimated 50 million-plus prospective buyers during the peak November-December buying season.

Ertl and Structo. From one source, they provide an all-around quality toy line for your expanding and profitable market."

Structo No. 3967:
Contractor Set

Ertl Nos. 403 and 476:
IH Tractor and Plow

Ertl No. 820:
Ford Tractor/Loader/Backhoe

Ertl No. 558:
John Deere 6600 Combine

ERTL

TOYS AND MODEL KITS

The ERTL Company, Dyersville, Iowa 52040 *Division Victor Comptometer Corporation*

(Circle No. 25 on Reader Inquiry Card)

Wilton takes cake with seminar at Sbar's Arts & Crafts

Sbar's Arts & Crafts join forces with Wilton Enterprises to teach cake decorating to dealers who enthusiastically clamored for another workshop as soon as possible.

CHERRY HILL, N.J.—Sbar's Arts & Crafts, a craft material distributor located in Camden, N. J. and Wilton Enterprises, a producer of cake decorating products, joined forces to initiate the Craft Industry's first seminar devoted to teaching the dealers the craft of cake decorating.

A Wilton instructor, Mr. Emanuel Lopez taught the seminar to an enthusiastic audience. Also in attendance were Mildred Sbar, Al Sbar, Pepe Piperino of Sbar's Arts & Crafts and Max Makow, Wilton's representative in the Northeast.

In his opening remarks, Makow stated that although cake decorating is a very old craft, the introduction of a line of cake decorating supplies designed especially for the craft market was a first for our industry. As such, it was the only new craft shown at the 1974 Hobby & Craft show in Chicago.

Makow prepared for each dealer a suggested opening order with enough Wilton products to create a complete cake decorating department. Many of the dealers increased the amounts to meet their own needs.

SLOMONS

"FAMILY OF CRAFT GLUES"

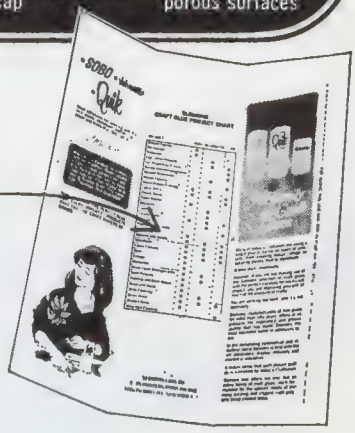
Solves The Glue Problem with the Perfect Glue for every Project

Sobo Glue: The original white resin glue

Velverette: The thick glue-brush in cap

Quik Glue: For plastics to porous surfaces

Exclusive Craft Glue Project Chart Shows at a Glance The Perfect Glue for every project



#8160 Family Display Assortment and Back-up Stock CONTAINS:

2 doz. 2 oz. bottles SOBO glue
1½ doz. 4 oz. bottles SOBO glue
1½ doz. 8 oz. bottles SOBO glue
2 doz. 4 oz. bottles VELVERETTE glue
1½ doz. 4 oz. bottles of QUIK glue

Total list $81.60

SLOMONS LABORATORIES, INC.

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(Circle No. 26 on Reader Inquiry Card)

GHC's Paul: hobbycraft sales will pass toys by 1980

PHILADELPHIA—"Two years ago, we would have said we would be doing $40 million in business in about 10 years; now I say $100 million. Question is: how much beyond that can we go?"

The person speaking is Bernard Paul, president of General Hobbies Corporation, which is engaged in the importing, manufacturing, and wholesale distribution of hobby and craft merchandise through its several divisions.

In March, Paul announced that the firm had achieved a 15% increase in net income for the six-month period ended January 31, 1974.

He also reported that General Hobbies' net sales increased 14% to $17,617,000 for this year's first half over $15,428,000 for the like period last year.

In anticipation of rapid expansion in its operations over the next decade and longer, the Philadelphia firm will take over a one million square foot facility, acquired from the Philco-Ford Corporation, this summer.

Paul predicted that by 1980 the sales of hobbies and crafts will surpass the toy business.

He saw as one of the reasons for this tremendous growth the rapid change in consumers attitudes concerning hobbies.

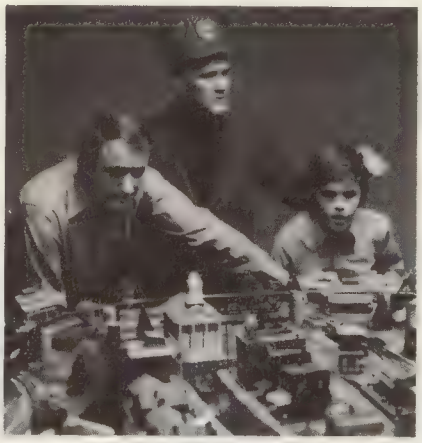
"We feel it's going to be a fantastic year for hobbies. Seventy-five percent of those customers who will be making toy and hobby purchases this year will be conscious of the fact that hobbies are now as acceptable as toys items."

He gave as the reason for this development the fact that today's parents are no longer mystified by hobby products.

It pleased him immensely that the Civic Center in Philadelphia had recently seen fit to honor the hobby industry with a special exhibit of model airplanes.

"The publicity hobbies are getting is just tremendous . . . I feel the hobby industry will be one of the biggest businesses in the world."

He used the word "hobby" deliberately because the General Hobbies head said that hobbies, and not crafts, have been, and will remain the "backbone" for this industry. Within the hobby category, he further indicated that plastic kits are still overwhelmingly the basic line.



Scene from AHM commercial

With the mushrooming of interest in hobbies, General Hobbies has found their products moving into new avenues of sales distribution. These now include: premium houses, catalogue showrooms, military exchanges, drug chains, museums, etc.

The premium business has also opened up new vistas for the Philadelphia firm: Polaroid ran a hugely successful premium on the company's railroad sets last year and Bromo-Seltzer has been gearing up a similar program this season.

"We expect to do three times as much business in our premium division three years from now as we did last year with our Associated Hobby Manufacturers line."

The educational market has been one more area into which the firm has been expanded in the past few years. Paul has worked closely with local Hobby Industry of America members in setting up a college degree in model railroading as a teaching device.

The firm recently issued a catalogue, offered to its retail customers for $100, which lists all the hobby and craft items carried by the wholesaling division. Retailers have started to put it on display in their hobby shops and departments so that customers can easily find out what is available.

"It will make it possible for a store in a small-town location to expose all the hobby merchandise available throughout the country," Paul observed.

"The half-million dollar hobby shop will be norm; the norm now is $65 thousand," he forecast.

Dolly Toy
Makes Nursery Mobiles
Safer For Baby

makes sales easier for you

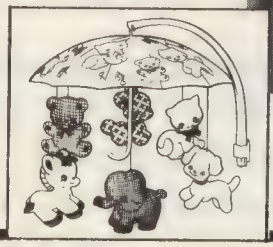
Dolly Toy creates these safe, best-selling nursery mobiles to *delight* and *entertain* youngsters visually – with color, movement and music. They are not toys to be played with. They're made of 3-dimensional colorful cut-outs, vacuum-formed, puffed-up featherweight whimsies that swing and sway with the breeze. Come in two fit-together parts and are beautifully gift packaged.

write for new full color catalog

PARENTS' GUARANTEED MAGAZINE

THE DOLLY TOY COMPANY, Tipp City, Ohio 45371
NEW YORK — Room 303 — 200 5th Ave.

You can attach them to the crib or mount them on the wall out of reach of the growing child!



All Dolly Toy Mobiles come with the special wall mounting bracket

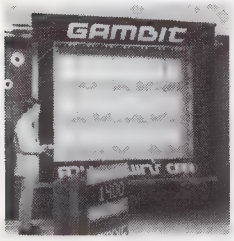
(Circle No. 27 on Reader Inquiry Card)

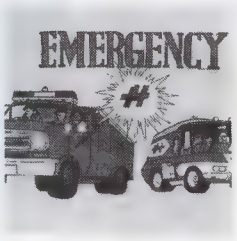
Take a new look at WHAM-O®

WHAM-O® "Since 1948"

WATER WIGGLE®, SLIP'N SLIDE®, WATER WIENNIE™, MONSTER BUBBLES/ ZILLION BUBBLES® ——— SPRING, 1974 TV CAMPAIGN

FROM MAY THROUGH JULY, THESE FOUR PRODUCTS WILL BE PROMOTED IN A WIDE-RANGING NETWORK TELEVISION PROGRAM IN OVER 200 TV MARKETS TO MORE THAN 379,000,000 PEOPLE. THE TOP WEEKEND KIDS SHOWS AND THE MAJOR WEEKDAY WOMEN'S AND FAMILY SHOWS WILL BE USED TO PROMOTE SLIP'N SLIDE, WATER WIGGLE, WATER WIENNIE, AND MONSTER BUBBLES/ZILLION BUBBLES . . .





CBS	abc	NBC – KIDS' SHOWS	NBC – WEEKDAY
GAMBIT	THE BRADY BUNCH	ADDAMS FAMILY	HOLLYWOOD SQUARES
THE YOUNG AND THE RESTLESS	$10,000 PYRAMID	EMERGENCY PLUS 4	JACKPOT!
THE PRICE IS RIGHT		SIGMUND AND THE SEA MONSTERS	CELEBRITY SWEEPSTAKES
MATCH GAME		STAR TREK	MID-DAY NEWS
TATTLETALES		BUTCH CASSIDY AND THE SUNDANCE KID	THREE ON A MATCH
		THE JETSONS	WIZARD OF ODDS
		GO!	

PLUS EVEN MORE NETWORK PROGRAMS

AND SPOT TV WILL REINFORCE AND STRENGTHEN THIS SPRING, 1974 CAMPAIGN . . . ALONG WITH CONTINUOUS PUBLIC RELATIONS AND PROMOTIONAL ACTIVITIES.

WATCH FOR DETAILS OF MAJOR NETWORK WHAM-O PROMOTIONS FOR SUMMER AND FALL.

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Printed in U.S.A.

(Circle No. 28 on Reader Inquiry Card)

Birth rate at new low

The latest word from the National Center for Health Statistics should be a cause for interest, if not concern, at every level of our industry. For this federal agency reported that the birth and fertility rates in the United States had reached their lowest points in the nation's history.

Furthermore, it said that because of the sharp decline in births, the national fertility rate had dropped to 1.9 children per family—well below the population "replacement level" of 2.1 children.

Population experts now think that the nation could reach zero population growth sometime within the first half of the 21st century. But they caution that trends in the birth rate tend to fluctuate.

Buried down in what seemed initially a rather gloomy story was the fact that the total U. S. population is increasing and will continue to do so well into the next century, despite the low-rate trend.

The Center said there will be more women of child-bearing age and total births, therefore, will presumably continue to exceed deaths.

Significantly enough, the number of marriages continued to increase last year, the report said, with a total of 2,227,000. The rate of increase, however, was only five-tenth of one percent, the smallest since 1959. Even so, this could mean a slightly higher number of first-births—traditionally the largest recipients of toys and toy-related merchandise within the child population.

If the problem, in effect, is not an immediate one, it could have far-ranging implications for our industry. On the other hand, we have more than our share of vitality, creativity, and merchandising expertise to meet such future challenges. Meanwhile, an area of merchandise directly related to the birth rate—namely, infant and preschool goods—is under scrutiny in this issue of PLAYTHINGS. Turn to the next page for the full story.

On toymen's agenda

In the uncertain climate of the current season, toymen will meet mid-month to give their attention a broad spectrum of concern. At the summer meeting of the Toy Manufacturers of America, called for May 13-15 at Boca Raton, Florida, participants will hear speeches ranging from a discussion of "marketing the human potential" by a senior therapist at Massachusetts General Hospital to a report on a new U. S. customs policy relating to voluntary disclosures of violations of import laws, which will be delivered by Barry Levy, certainly one of the country's experts in the field of import laws.

The association is reporting a record turnout for this meet. Such a response could be seen as a barometer of the industry's mood this year—one of deep concern, as much as interest.

Tom Mum

EDITOR

PRESCHOOL WIZARDRY conjures up sales magic

Experts see continued strength in preschool sales despite leveling of market

It is a generally well-known fact that preschool toys are one of the strongest selling categories in any toy department. The past five years have seen a sales boom as startling as it was unexpected, and 1973 figures point to the culmination of this amazing growth pattern.

However, every peak success must eventually level off, and many retailers are tentatively predicting that 1974 will bring about a stabilization in the market. Some say that if economic conditions had held, the phenomenal growth of the preschool category could have continued unabated a while longer.

The consensus seems to be that in 1974 unit sales will be down, dollar volume will be way up (due to the skyrocketing prices of raw materials), but that the profit picture will remain strong and steady, and show increases in many cases. The market has reached a state of solid maturity.

In some ways, the fact that preschool sales can continue on such a firm basis despite spiraling inflation is a tribute to the strength of the market. Says Sid Shneider of Child World, "I have never seen a year with as many increases as this one. However, many parents will just say, 'the hell with everything' when it comes to toys for their kids, especially preschool. There is something about preschool that denotes quality."

Other retailers seem to agree that it is the general integrity of preschool toys which keeps the money flowing through the fingers of otherwise careful spenders. However, buyers are worried that some items may be reaching a price point that the public simply won't accept. Eldon Skinner, of Danners in Indianapolis, has revealed that he is cutting back on his ordering by the same percentage as the current price increases.

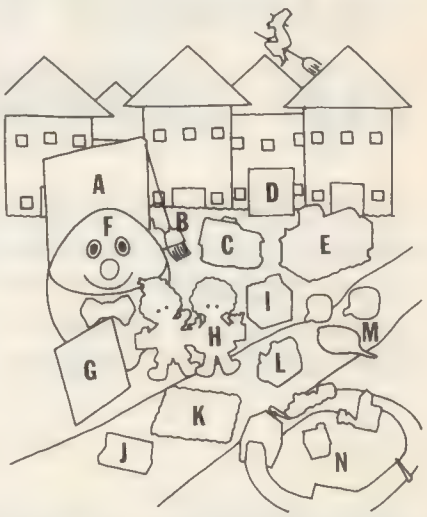
Certain buyers have commented that they are consolidating their lines and cutting out the dead wood. The key, says one, is in ordering carefully and conservatively. A common worry is that hikes in the more expensive items (play environments, for example) may cause consumers to spend less on some of the low end items.

Manufacturers, too, are worried about retailer resistance to price hikes. Says Dick Locher of Fisher-Price, "We have met with stiff resistance to our price increases. Prices are up roughly 15 percent, and we can't pass all the increases along or we will be priced out of the market." As one Southern retailer indicates, that has indeed been the case for several manufacturers, whose price points have caused well over 30 percent increments on the retail level.

Ironically, economic conditions, combined with a slight deemphasis on preschool toys this year, may have a fortuitous effect on profits. Says Thomas Castle of Broadway Department Stores, "There's not going to be as much kicking around of prices this year. We are no longer going to sell the merchandise twelve months a year at give away values. When the increased price lines materialize we are going to keep them that way all year."

When all is said and done, most

continued on page 43



A. Rapco's Play Tunnel is great for crawling. **B.** Broom and Dustpan Set from Come Play Products. **C.** Weebles Cottage is a delightful play set from Hasbro. **D.** Building Pictures—a new idea in blocks from A Time For Growing. **E.** Build A Building 1-2-3, courtesy of Pressman. **F.** Sun Products' Humpty Dumpty Toy Chest is a barrel of fun. **G.** The newest Ambassador Record is In A Little Red Schoolhouse—happy listening. **H.** Raggedy Ann and Raggedy Andy Tidee-Up from Dolly Toy. **I.** The Warm-Bake Oven, from Kenner Products. **J.** Kids see how a watch works with Merry's Teeter Totter Watch. **K.** Entex's Gear Circus shows how gears interlock. **L.** Woody Woodpecker's Double Feature Slide Projector from Ohio Art. **M.** Young cooks deserve The Potts Family, from Worcester Toy. **N.** The Preschool Motor Putt-Putt Railroad, from Mattel.

Play Tunnel
A TUNNEL OF FUN FOR TOTS & KIDS!
HIDE IN IT
CRAWL IN IT
MAKE UP YOUR OWN GAMES!
Créons notre entourage
Figure per costruzioni
Building Pictures
Bouwplaatjes
Everyday is Fun Day
IN A LITTLE RED SCHOOLHOUSE
Teeter Totter Watch

Preschool's Wizardry

A. The Sling from AMF takes kids anywhere. **B.** Empire's Tillie the Tomato is a pull toy. **C.** The Happy Hopper, from Marx Toys. **D.** Fisher-Price's Mary doll, from their new doll line. **E.** The Flying Octopus from Reeves International. **F.** Snuggle into Snuggl'Egg, from Rotadyne. **G.** Have fun with Kusan's Fun Engine. **H.** Shape Fire House from Child Guidance is for ages two to five. **I.** Playskool's McDonald's is a total play environment. **J.** Caran D'Ache's Mr. Color (distributed by A Time for Growing). **K.** Ideal's Bridge and Ferry Set assembles in seconds for hours of play fun. **L.** The Hop-along Hare Pull Toy from Bill Muller Wooden Toys. **M.** My Block Wagon is new from American Toy and Furniture. **N.** Lego Preschool Sets have big pieces for little hands.

O. Toymaster Blocks from Kraftsman. **P.** Fairchild's Frame Tray Inlay Puzzle. **Q.** Crazy Critters Shoo Fly Rocker from Blazon. **R.** Start-R-Craft Bargello and Patch Bag kits, from H-G. **S.** Pluto is the newest rocking toy from Wonder. **T.** From Western (Whitman division), The Scribbler Can Cut and Easy Yarn Fun. **U.** The Little Clipper from Creative Playthings. **V.** Happy Toys' Miracle Modules. **W.** Marlin's Honey Pot Top. **X.** Mego's Zoo Train. **Y.** Kiddie Kamper Kombo, from Tonka. **Z.** Chein's Raggedy Ann and Andy Top. **AA.** Tuffy Turtle Play Puzzle Roll-Em Toy, from Amloid. **BB.** Gabriel's People Places Ark is a pull toy when closed.

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SEWING CARDS
Rub-a-Dub
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100

Preschool's Wizardry

buyers contend that, of all the categories, preschool's shelves empty out the fastest. Even the projected decline in the birth rate won't have much of an adverse effect on sales, experts agree. The availability of the goods in the marketplace, the high rate of off-season sales and the wide variety of items offered are counterbalancing factors which keep the profits rolling in.

Some of the new items introduced for 1974 are good examples of just how wide a variety of preschool items are really available to the public. Play environments stand in many retailers minds as the big (and recurrent) trend for 1974. Indications are that Playskool's McDonald's will be one of the hottest items of the year. William Goss, vice president of sales for Playskool, says that interest in the firm's McDonald's and Holiday Inn "shows a recognition of the fact that toys should mirror a child's reality."

Retailers are also predicting great things for the Fisher-Price Castle and A-Frame House. Hasbro's Weebles should occupy honored places in kids rooms all over the country.

Another trend cited is an increased interest in puzzles, books, and activity sets. One reason for this may lie in the fact that these items tend to be priced fairly inexpensively, while providing a great deal of play value. Some of Creative Playthings' new puzzles and the Western-Whitman Scribbler series were mentioned in this connection.

Ride-ems should be as popular as ever. However, some retailers are again worried that there may be a slight decline in that market, due to serious price hikes. One last trend noted by many retailers is consumer interest in the new Fisher-Price doll line.

Most retailers agree that consumer brand awareness is an important factor in sales. A customer may have no set idea what she wants to purchase, but may be unshakable as to the manufacturer. This brand consciousness is in large part a result of the whole toy safety issue, which left most people satisfied on the subject of manufacturer integrity.

Every retailer interviewed, without exception, stressed the importance of merchandising preschool items paying strict attention to line packaging. Even if a company's whole line is not stocked, it is good policy to group all the products of a particular manufacturer together. Thus, if a desired item is not in stock, the customer can readily choose another item from the firm of her choice.

Most retailers interviewed also stressed that it is good policy to merchandise a firm's line of infant toys along with its preschool line. The consumer safety issue has made people doubly aware of what an infant toy should be. Their willingness to spend more money for something of good quality has caused infant toys to become an enormously profitable addition to the preschool market.

Dick Locher of Fisher Price has commented, "There has been a tremendous upsurge in infant toys. Twice as many of our Crib & Playpen items will be sold this year. People are beginning to recognize names and to zero in on specific toy lines rather than buying anything cute that they happen to see."

Sid Shneider of Child World points out that "infant toys have experienced a tremendous improvement in the last few years, ever since the major name companies have entered the field. People want something that is extra-safe. Infant toys have gone up in price as much as 100 per cent on the retail level, but people know that they're getting a better made toy in a major brand."

Economic sharpshooters have worried that less money in people's pockets will mean decreased toy sales. However, although both manufacturer and retailers have expressed concern over conditions as a whole, they are confidant that the sales strength of the preschool market will not suffer appreciably. Many even say that a levelling off is normal, inevitable, and, in some ways, desirable.

One retailer even goes so far as to say that the fuel crisis, in the long run, may be a boon. "After all, what is everybody going to do now that they have to spend so much time at home." Well, we'll know in nine months."—NANCY GLASER

A. Preschool Puzzles from M-I Toys keep little hands busy. **B.** Super Woods are wooden vehicles from Strauss. **C.** Ertl's Ertlkins Fun-Mobile Daredevil Cyclist for cycle fans. **D.** Disney Poppin' Pals are five activities in one; from Kohner. **E.** From Schuco comes Modello Plastilin modeling clay. **F.** Hedstrom's Kiddie Car goes anywhere. **G.** Lovi-Mals are loving pals from Steven. **H.** Jumbo Nursery Blocks from Child Size. **I.** Schaper's Rub-a-Dub Tub teaches coordination. **J.** So Easy Sewing Cards make sewing so easy; from Avalon. **K.** The Chariot is here from Pines of America. **L.** The Teeter Tyke Shoofly keeps kids in their place; from Delphos Bending. **M.** Conner's Wooden Inlay Puzzle is part of their Preschool Puzzle Center. **N.** Fischer of America's Fischertechnik Vorstufe 100 Construction Set teaches the rudiments of construction.

Handy tips for Hobbycraft

View of HO train layout on display in the Hook Mountain Junction Museum, installed on Rich's Hobbytowne's lower floor.

Flower beading is one of many crafts taught at the Cricket Cage by June Meier, (second from right) and her salespeople.

Swiftly burgeoning sales figures for hobby and craft products leave no doubt of their ever-increasing popularity with the American public in their heated pursuit of leisure-time activities.

Moreover, healthy profits on these commodities further serve as an increasing incentive to retailers—mass merchants as well as specialists—to include them in their roster of merchandise.

However, the path to profitability in these merchandising categories is not an easy one. Operating priorities simply do not follow usual business procedures. The aspiring hobby retailer, for example, finds himself overwhelmed by the myriad of details indigenous to this particular classification.

One way of getting on the right foot is to follow a simple set of rules and regulations such as those outlined by knowledgeable marketing experts in the General Hobbies Corporation. They have devised an excellent service to offset some of their dealers' problems. This service is in the shape of a master catalog divided into two major divisions.

The first half of the catalog is an alphabetized list of manufacturers in the hobby field, and the second part is the listing of the products themselves into 15 classifications, e.g.; railroading, model car racing, tools and supplies, science kits, etc. The products are easily identifiable both by catalog and manufacturers' code numbers. Complete information on packaging and pricing is included.

The hobby retailer should be cognizant of definite avenues of accruing the most profitability in his endeavors to success. These avenues are as follows:

- A selling device such as the GHC catalog, or as a General Hobbies spokesman describes it, "the ultimate check list."
- Point of purchase displays. Impulse buying is an important factor to the hobby dealer, as the modeler's nature is such that he appears to buy almost anything "on impulse" that will add to the enjoyment of his hobby.
- Service-oriented departments. This is an absolute must in maintaining the hobbyist as a customer because hobby kits as sold by the mass merchant simply whet the appetite of the beginning modeler. Once his interest is aroused, he seeks the services that, at present, only the full-service hobby dealer can provide.
- A knowledgeable distributor. It's virtually impossible to operate a hobby shop today without a distributor's expertise.
- Hobbies and crafts must be in separate depart-

Dealers

Path to profitability in hobbycraft products is not an easy one—and requires merchandising expertise as revealed here by knowledgeable industry experts

ments. This is very important s the devotees of each are of different sexes, age groups and types, and their requirements are completely different.

• Hobbies must be regularly promoted. The hobbyist is a romantic and takes pleasure in his accomplishments. The pride that he takes in the finished product—and the boost to his ego—is what the dealer must cash in on. A dealer-sponsored show in which the hobbyist can proudly display his model plane or radio–controlled boat is a surefire way to arouse his interest and subsequently insure his repeat business.

The full-function hobby dealer can best be exemplified by Rich's Hobbytowne in Pinebrook, New Jersey, owned by Rich Palmer. The store carries every conceivable line of hobby-oriented merchandise such as Tyco, Lionel, AHM, Aurora, Life-Like and Dremel, amply and cleverly displayed from floor to ceiling.

Dollar-wise, Hobbytowne's inventory ranges anywhere from $110,000 to $160,000 during the Christmas season. The repair department alone inventories thousands of screws, bolts, and other accessories that are so vital to the modeler.

Palmer is certain that trained sales help is invaluable to the running of his organization; thus, each staff member is thoroughly indoctrinated in all aspects of hobby know-how.

"Education, explanation, guidance service, repairs, follow-up and consultation are the unique requirements of the hobby dealer," says Palmer, "just get the customer in my door and we'll keep him; we have what it takes to make him happy."

Hobbytowne regularly runs special promotions. In addition to the usual contests and demonstrations, the store maintains a mobile office unit which can be used as a traveling hobby store, and is loaned on request to any worthy club or organization.

As another means of keeping in touch, weekly newsletters which are chock-full of newsy data on all the happenings in Hobbytowne are regularly sent to customers who are on a mailing list.

Modelers are as egocentric as everyone else and this is a fact that Palmer understands and uses. Thus, installed in the lower level of Hobbytowne is the Hook Mountain Junction Model Museum where new exhibits are constantly being rotated and where award certificates are given to all whose projects are kept for a period of 30 days or longer.

The amount of revenue this has generated through the years is well worth the effort and expense the museum requires.

As an example of what they can accomplish, beautifully finished crafts greet Cricket Cage's customers upon entry.

Rich Palmer, (L) fixes model for customer with one of the thousands of hardware accessories inventoried in Hobbytowne's repair department.

Burl Ives (L) is one of visitors at Coliseum's Boat Show looking at Radio-controlled boat display.

A model airplane department featuring kits and accessories from all major lines.

General Hobbie's master catalog being utilized in the hobby area of a department store.

Handy tips

Although Hobbytowne is a huge enterprise, the average hobby dealer can run a thriving successful store following the aforementioned guidelines with only 2,500 square feet and with $35,000 in inventory. By turning over his merchandise four times a year, he should net a profit of $20,000. With conditions the way they are, the old fashioned hobby retailer who does not keep abreast of new ways and means must surely be phased out.

The Mangelsen Company, Omaha, Nebraska, has long been considered the mecca of expertise in the crafts field. According to Bill Mangelsen, certain rules have been established as an almost guaranteed road to success in the scramble for the crafts dollar. These avenues are:

- Know your area . . . For example, the consumer in the lower income bracket usually studies craft techniques in adult education courses in the public schools. Since they are forced to use whatever is cheaply and readily available, they naturally gravitate towards crafts such as those found in the ecology category. Thus until the store keeper determines where the neighborhood buying power is concentrated, he should only have on hand samplings of those crafts which are current or popular.
- In-store demonstrations should be held on a regular basis.
- Completed projects of each craft should be available and should be strategically placed to catch the customer's eye quickly. Ideally, the salesperson should make up the item herself, so that she knows where all the kinks are and can advise accordingly.
- Personnel should be well-qualified and courteous.
- Dealer-sponsored shows should be held in cooperation with schools, scouting groups, summer camps, organizations, and shopping centers.
- To attract the beginning craftsperson, approximately one-third of the inventory should be in kits.
- Carry instruction books and pamphlets.
- Keep inventory current.

An outstanding model of how a crafts store should function is the Cricket Cage in Denville, New Jersey, owned and operated by June Meier.

Only those crafts that have proven their success at the cash register are inventoried in depth at the Cricket Cage, such as decoupage, flower beading, and glass painting.

Sales people are well-qualified to teach the variety of workshop lessons taught at the store almost every day. An important note interjected by Mrs. Meier is that these lessons must not be free. Unless there is a required fee, the customer does not take them seriously.

As an added incentive, beautifully finished crafts greet customers as they walk in the door, as an example of what they can accomplish.

Mrs. Meier's acumen and strict adherence to ground rules have effected the desired objective; the little store she started eight years ago has attracted customers from miles around and is well renowned in the industry for ending each year solidly on the profit side of the ledger.—ELINOR RUSKIN

A. Howard Raport (R) shows Craft Master Paint-By-Number to Bill Baker, Delanco B. Paul Brown (L) Lego with buyers from Fleet Farm Supply C. Phil Galle (C) Knickerbocker Toy with buyers from Allied Distributor D. John Newton (L) Kusan, David Hofman, Treasure's Island E. Louis Anderson (L) Tudor Games, Paul Starkey, Dayton's F. Bill Oson (L) Red Owl, Roger Mountain (C) Synder Drug, Vern Hanson, Vern Hanson Sales holding a Puppen.

Minneapolis '74—sign of better things

MINNEAPOLIS—Coming on the heels of the national Toy Shows held in New York and Chicago, the Upper Midwest Toy and Hobby Show held in Minneapolis has not traditionally been the scene of much pencil-writing for the incumbent exhibitors.

1974's show may well be the beginning of better things to come, even though it kicked off to a poor start with very few buyers in attendance on the first day.

The show evolved into a fairly good barometer of the other regional shows—Atlanta, Los Angeles, and Dallas—as the number of visitors increased steadily with each successive day. This was owing mainly to the combined efforts of the executive committee of the Twin City Toy Travelers Association which had resolved to do something about the many complaints heard at the '73 show.

This year's choice of the Hopkins House as the setting for their wares proved to be a happy one as exhibitors soon found out. Across the board sales were the norm with the crafts category as the one that generated the most excitement. Although loosely speaking, buyers from the large outfits previously used the event only as a "show and tell" vehicle for their salespeople, several of them this year elected to make additional purchases for their stores as well.

Said Bill Baker, a buyer at Delanco, a service distributor for the area, "We're not closed until the fall; we make new introductions every quarter. We rush through the New York show so quickly that often there isn't the time to examine all the lines carefully. Coming here gives us the added opportunity to firm up our choices."

According to Howard Raport, secretary-treasurer, of the Sales Representative Association who sponsored the event, "all things considered, the reps here now consider this a good show. We've had good exposure, and have done well at our individual booths. Then too, the earlier date of the show has helped considerably. We've had conflicts with the Mid-State Show in the past and the earlier date resolves that problem for us. It also eliminates the early closing, thereby extending the purchasing time for the buyers."

Raport also felt that because of the relative success of the show, all indications were that the number of booths would double in 1975.

LEFT: Jerry Childs (L), Carolina Toy & Hobby, and Stan Zimmerman, Timely Toys, look at Timely's alligator plush item. LEFT, CENTER: Denny Waybright (L), Southern Sales, discusses Fischer of America line with Mrs. D. W. Donaldson, Jack & Jill, Inc., and Fischer's Alex Vinniski. RIGHT, CENTER: Joel Newsom, who has recently started a new sales rep organization in Atlanta—Joel Newsom & Associates—shows Rushton stuffed animal. RIGHT: General Crafts' Richard Falk (L) and customer look at a mosaic wire art craft.

Atlanta show gains in quality of products, displays

ATLANTA—With each passing year, the country's regional toy fairs gain in professional quality in both the nature of the products on display and the way in which they are displayed.

The shows also tend to reflect, more and more, the current trends set by the pacesetting Chicago Hobby Show and the American Toy Fair in New York City.

The 15th annual Atlanta Toy Fair, which ran from March 27 to 31 at the city's Merchandise Mart, saw a remarkable flowering of all kinds of packaged crafts this year.

String art, wire art, beading, and science-oriented items all evoked the same interest from buyers in Atlanta as they had done earlier at the Chicago Show.

Backing up this interest were the comments from both retailers and jobbers in the Southeast who reported crafts as one of their fastest-growing categories.

"Candlemaking, decoupage, and string art are all good," said Douglas Dubuisson, a jobber/retailer from Biloxi, Mississippi.

One of the Gulf city television stations runs a 20-minute morning program on crafts, supervised by Dubuisson.

He also reported that radio-controlled airplane models and railroading were two extremely strong hobby categories in his area.

Many department stores and the larger regional chains in the Southeastern United States have opened in-depth craft departments to capitalize on the boom.

Seasonal merchandise was in splendid array. Centsable Products' Socker-Boppers were sought-after items among regional buyers and the plush category was moving well in all lines.

Lou Lasky of Knickerbocker trumpeted: "I've had a fantastic writing show;" the toyman was excited about the firm's new rag dolls—Holly Hobbie and the Levi's Denim doll.

At Louis Marx, Jerry Cleary talked ecstatically about the firm's premium tie-in with Quaker Oats' Capn' Crunch cereal on the toymaker's justly famous Big Wheel ride-em.

Wheel goods also grabbed a lot of attention in Atlanta, and Hedstrom, as a result of its showing, was seriously considering expanding its exhibit space at the show in the fall.

Atlanta once again confirmed the impression that buyers are still thinking "basics," with crafts, perhaps, the only exception.—T.X.M.

LEFT: Ivan Getschman of Gayla talks to Jim Leitch, V. J. Elmore, Birmingham, Alabama, who recently announced his retirement after many years in the toy industry. LEFT, CENTER: At Centsable Products, among those admiring the firm's big seller Socker Boppers are (L-R) Dale Miller, Jay Vencevich, Jim Bell, Irving Birnstein, Bill Weiman, and Bob Fitzpatrick. RIGHT, CENTER: Dale Wallin (L), Steve Kahn of Schuco Toy, and Douglas Dubuisson (R) pose in the Schuco display area. RIGHT: Bill Oakley (L) and Jack Gilbert, both of Smith House, show their Wire Sculpture kit to Vicki Clark.

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Atlanta Craft-Hobby Show scheduled for August 4-6

ATLANTA—The third annual Atlanta Craft & Hobby Show will be held in this city's Civic Center from August 4 to 6.

Under the sponsorship of the Southeast Hobby Association, the event is open exclusively to the trade this year.

The organization said they anticipated over 700 buyers from throughout the south.

The show will be mounted in the Civic Center's main exhibit hall.

A total of 101 exhibitors were in last year's exposition, and show officials reported that upwards of 200 are expected for the 1974 event.

Emphasis will be placed on not only crafts but also radio-controlled equipment, model kits, railroading, stamps and coins, and other hobbies.

The workshop format will be repeated this year, with leading industry experts coordinating demonstrations and seminars.

Workshop curriculum will include: crafts, rocketry, radio-control, model railroading, and stamp collecting.

Show hours will be 1 to 7 p.m. on Sunday and Monday, and 9 a.m. to 3 p.m. on Tuesday.

For further information on the show, contact Convention & Show Management, 1372 Peachtree Street, N. E., Atlanta, Georgia, 30309.

3M will introduce line at NYC Stationery Show

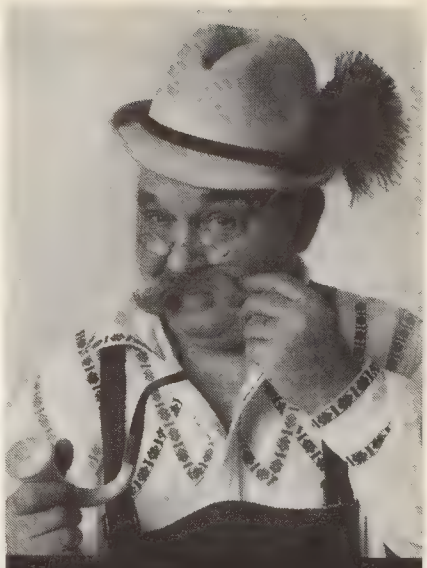
NEW YORK—The 3M Company will show its line of games at the New York Stationery Show, scheduled for May 19-22 at the New York Coliseum.

The Consumer Products Division of 3M will introduce a new line of Paper Games—"eight funny little games you can play with a pencil." The series is designed for both teenage and adult travel and leisure markets.

Candlemaking Design Book offers innovative concepts

NEW YORK—The Candlemaking Design Book by Carol Feder, published by Franklin Watts, shows how common household items such as milk cartons, ash trays and corrugated cardboard cans produce beautifully designed candles.

The author offers actual step-by-step ways to make dozens of unique creations. Each candle is shown in black and white pictures and again in full color, with each step fully diagrammed.



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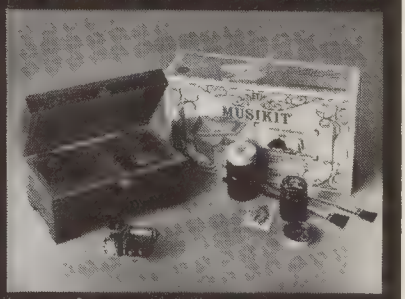

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CP revamps packaging image for mass market appeal

NEW YORK—In mounting its campaign to go into the mass-market, Creative Playthings saw the need for revamping its packaging image so that the product line would stand out in a massed display.

So the Cranbury, New Jersey, firm, under the direction of graphic manager Bill Kearns, began to come up with packaging designs that would meet certain marketing objectives.

"First of all, we wanted to bring our packaging into the American way of living," said Kearns.

The new designs also had to embody such standards as attractiveness, corporate identity, and product identity.

After several brainstorming sessions with Seymour Gartenberg and other key CP personalities, Bill and his staff set to work on the job in a race against the early 1974 Toy Fair deadline.

Bill indicated they worked nights and weekends as well to have the new packaging ready on time.

One of the intermediate steps in the search for a new look in CP's packaging featured a "mood-type" of photographic shot that showed children playing with the product.

Although Gartenberg thought it was going in the right direction, it was not exactly what he saw as a "mass-market" image for the firm's products.

The CP head also was of the opinion that the intermediate designs did not "push company identity enough."

With the advice of Wesley Sharer and Ken Carlson, Kearns next went to hard-focus, four-color photography that posed various healthy and happy-looking children playing with CP's toys.

Furthermore, it employed this "straight-shooting" technique in very realistic environments inside and outside the home.

An important part of the package design is the significant stress placed on the words "Creative Playthings," shown with its updated and now-famous logo of a child's smiling face. The product names appear directly beneath the company name.

The type face of the logo was softened by going from the Helvetica style to specially-designed lettering.

The preschool manufacturer saw two other ingredients necessary on the front of the packaging: well defined age categories for each of its products and the exact contents of the box.

Concerning the results, a company spokesman said: "We have worked with packaging designers and we don't feel that any outside package designer has come up with a better packaging program than we have internally."

By Toy Fair, Kearns had met the deadline for the 48 products to be placed in the new packaging.

CP was ready to launch itself into the broader marketplace; the new packaging was its first avenue of approach.

TKA golf outing scheduled for Dellwood Country Club

NEW CITY, N. Y.—The Toy Knights of America will gather at the Dellwood Country Club on June 20 for an all-day outing of golf, tennis, swimming and other athletic activities, culminating with cocktails and dinner.

Call Ted Prober, in Room 1000 at 200 Fifth Avenue, at 212-989-0464, for further information.

Schwarz contest winner gets free Switzerland trip

NEW YORK—F. A. O. Schwarz recently played Easter Bunny. Raymond S. Reed (far right), president of the firm and Swissair Passenger Agent (left) gave Joh Ulin, the Teuscher Chocolate Sweepstake Winner, round trip plane tickets plus a luxury one week tour of Switzerland for himself and his mother.

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Placo Toys' Target Sets feature skill and safety

TORRENCE, CALIF—Placo Toys' action target category, which includes the Target Gallery, Gumball and Pinball sets, features protected mechanisms.

The 1974 Safety Dart Gallery features safety metal-hinged targets and eyeleted construction that eliminates any sharp pointed attachments that could otherwise be exposed.

Debuting on the scene is Placo's Commando Click which is a colorfully packaged rifle and pistol set with safe click-action mechanisms that make realistic harmless sounds. It needs no batteries, no caps, and no darts.

All Placo sets are packaged with targets and emphasize skill. ○ 250

Hank Aaron goes to bat four times for Ideal Toy

NEW YORK—Hank Aaron goes to bat for Ideal Toy Corporation with four playthings being introduced by the company for Spring.

The game permits the batter to spin a knob which spins the bat at a pitched ball. When he connects, the ball runs up the outfield wall and pops out of the park.

The batter pitches to himself with the Hank Aaron Bat Trainer by hitting a pedal with his bat. A ball pops into the strike zone to be hit for a single, double, triple or home run as determined by a scoring device.

The Hank Aaron Blaster Bat has a built-in home run sound. ○ 251

Fred Flintstone Bubble toy entered as "Hot Item"

NEW YORK—Hot Items presents the Fred Flintstone Press 'N Blow Bubbles Toy as a Spring entry.

Among the reasons cited for its success is the ingenuity of the product, the popularity of Fred Flintstone with the consumer, particularly because of the Flintstone's TV series, and the mobile and attention compelling POP merchandiser.

Further information about Hot Items can be obtained by writing for their catalog at Hot Items, 200 Fifth Avenue, New York, N. Y. ○ 252

Swim Wings allow safety plus comfort

RESTON, VA.—Rita Bolle, president of Reston Lloyd Ltd., distributor of the Original BEMA Schwimmflugel, shows how the swim wings are placed on the upper arm and then inflated. Trying them on are Mrs. Bolle's six-year-old twins, Kirk and Kevin. The flat side of the wings are worn next to the body for comfort and freedom of movement, in or out of the water. The swim wings are the only swimming aid of this original patented design. Two air compartments with separate valves give greater safety. Air is released by pressing the neck of the valve with the thumb. ○ 253

USPC carrousel display captures impulse sales

CINCINNATI—The United States Playing Card Company has introduced a Carrousel counter display that is catching on fast with dealers and customers.

The carrousel, which holds 96 packs of Congress, Bicycle Bee, or any of the company's leading brands of bridge and poker cards in its double tiers, takes less than two square feet of counter space, and when properly displayed in the high traffic area or at the check-out counter has generated increased impulse sales.

A mini-billboard which tops the display can be changed by use of special inserts to flag customer attention.

In addition, USPC has a companion display which consists of four separate trays with a promotional header that fits easily into pegboard.

These displays may be purchased outright and are also available as a promotion item with the purchase of USPC cards. ○ 254

Peter Pan Records feature Mel Blanc as Bugs Bunny

NEWARK—Peter Pan Children's Records has released the New Adventures of Bugs Bunny with the famous voice of Mel Blanc as the children's favorite rabbit, Bugs Bunny.

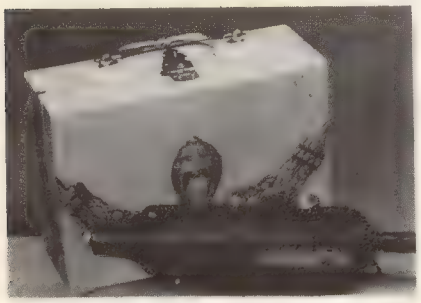
Included in this 45 RPM recording are four entertaining stories for youngsters: Hunger Pains, The Carrot Kid, What's Up MacDoc, and Getting the Bugs Out. All of the beloved children's cartoon characters are on this record: Daffy Duck, Road Runner, Speedy Gonzales, Porky Pig, and many more. ○ 255

Ohio Art's brain game appeals to quiz freaks

Lexidata, Ohio Art's new version of the European smash hit, features a unique approach to quiz and puzzle challenges with a strong appeal to everyone. Featuring a mini computer, it provides a bonanza of fun and learning with 260 challenges keyed to three different age levels. ○ **327**

No dozing with Ava

The new Shovel Dozer by Ava is chock-full of play value. The model has a big spacious cab and body casting mounted on working caterpillar tracks, and a dump shovel is carried at the front. Finish is in yellow and orange. ○ **333**



Dremel turns on the power

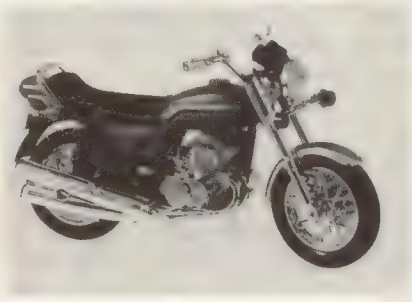
Decoupage is made easier with the new Dremel Variable Speed Moto tools models 370 and 380. Tools have ball bearing construction and facilitate any work a craftsman applies it to. All Dremel tools are safe to operate and durably made. ○ **306**

Decal a decorative plaque

Connoisseur Studio is introducing two new Decal-it Dome Kits featuring a polyester plaque that can be decorated in just a few hours. Choose from small breadboard-shaped plaque with kitchen designs, or an ornate one with 18th century cherubs. ○ **309**

Tinkertoy thinks nimble with its jumping Jack

New from Child Guidance's Tinkertoy line is the Designer's Collection featuring Jack Be Nimble. Jack jumps over a candle stick when the child pushes a lever with his finger. This charming cause and effect toy will keep kids busy for hours. It's sturdy, durable, and attractive. ○ **301**

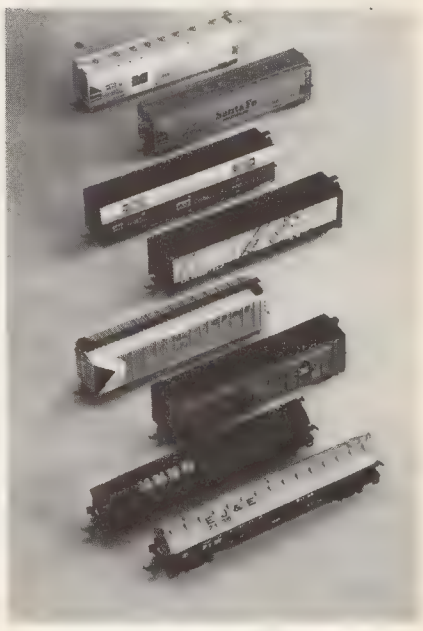


Fischer Kit an easy rider

The newest from Fischer of America is the Kawasaki model motorcycle kit. This 1/15 scale kit has a metal body with working wheels. It is a quality collector's model and comes with its own stand. The kit retails for $8.95 and is a gas. ○ **325**

H-G starts kids crafting with Start-R-Craft series

H-G's Start-R-Craft series, aimed at kids aged five to nine, is the perfect craft series for beginners. The Patch Bag is just one of many exciting things the kits let you create. Each kit contains the necessary components for child to complete a finished product. Illustrated instructions are furnished to help guide the child in accomplishing his goal with fun and ease. Patch Bag comes with patches, needle, thread and instructions. ○ **310**



Life-Like trains are back

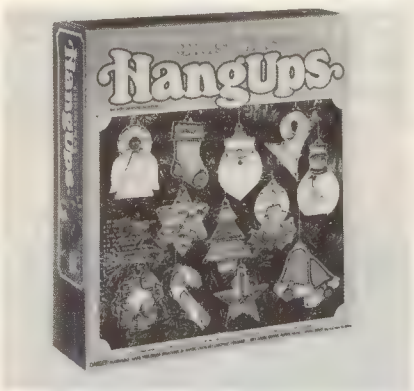
Life-Like Products has introduced an expertly scaled, 51 foot line of realistic railroad cars. They include the Mechanical Reefers, Pneumatic Center Flow Hoppers, Cable Dispensing Cars, and All Door Boxcars. All are strikingly packaged. ○ **312**

Imperial's Moody Cuties will brighten up your mood

Imperial Toy Corporation has introduced three darling dollies called the Moody Cuties Cheer-Up Dolls. The cuties are Crying Candy, Happy Honey and Pouting Penny—all ready to charm their way into the hearts of children and grownups alike. Each Cutey has rooted hair and a turnable head. Two dozen counter display is pre-priced at 69 cents. They fit people's varying moods and they are the perfect impulse buy. ○ 311

Beadery beads all

A series of jewelry kits by the Beadery called Desirade Margarita, Antigue and Classic Cameo Pendant and Bracelet include its simulated semi-precious Gemocite TM stones. Kit makes beautiful jewelry in elegant settings. ○ 331

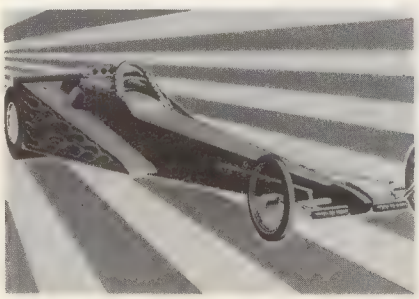


Christmas kits produce bright holiday ornaments

Fibre Glass-Evercoat has introduced a new craft for Christmas—Christmas Hangups. The kit produces ornaments that sparkle with the special look of stained glass. All material needed to produce the ornaments are included in the kit. Additional frames and beads available in open stock. ○ 314

Ideal is fashion conscious

Ideal's Tiffany Taylor is a 19 inch glamour fashion doll whose wavy, waist-length hair can switch from brunette to blonde. She is dressed in a gold lame bathing suit which can become an evening dress. Additional clothes are available. ○ 313



Steve McGee joins AMT line

This year has seen several additions to the AMT series. Racing continues to gain in popularity and modelers have eagerly accepted the new competition vehicles. The Steve McGee Dragster in 1/25th scale has delighted the racing car hobby kit specialist. ○ 332

Bradley solves oil crisis with exciting board game

Milton Bradley has developed a family board game called King Oil where skill and chance play equally important roles as opponents compete with one another as they drill for oil. This handsomely designed game is intended for ages nine to adult and will bring the family together. ○ 339

Hedstrom ahead in cycles

Hedstrom's Kiddie Cycles are a stylish new way for kids to travel. They have racy, Moto-type handlebars, sturdy tubular frames, blow molded seats and husky wide track blow molded rear wheels. Cycles come in red and yellow so get up and go! ○ 303

Block-Off spells challenge

Block-Off is the newest challenge from Eltron. Two players try to fit triangles into the squares of a standard chess board. A chess atmosphere prevails while players plan strategy. Game can also be played with dice as another variation. ○ 305

Ertl keeps on trucking with Mighty Minnie tractor

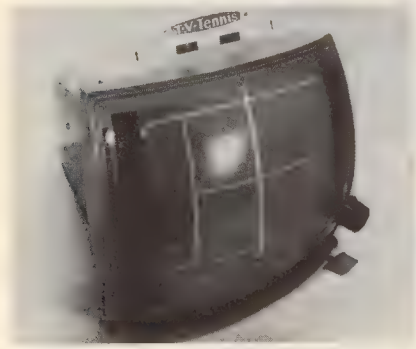
Mighty Minnie is a souped-up Minneapolis-Moline tractor from Ertl. It has customized decals, chromed exhaust stacks, heatshields and manifold covers. It has live-action steering and super traction rubber rear tires. It's made from rust-resistant, die cast aluminum for durability. ○ **300**

Black is beautiful

Fisher-Price is introducing an exciting line of six dolls. Elizabeth, the Soul Sister has an Afro hair-do framing her adorable face, and wears a pretty plaid dress. ○ **329**

Bank with Empire Monkey

Want kids to save money? Pennies will gavitate towards this multi-colored Monkey Bank by Empire, molded in durable polythese and encased in pilfer-proof shrink wrap. ○ **328**

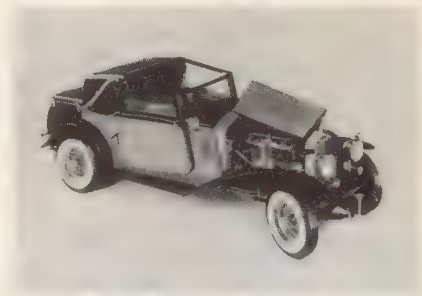


Tennis, anyone?

New from Marx Toys, T. V. Tennis is a game of action and skill. It's a scaled down version of popular arcade machines or ones involving costly television hookups. ○ **330**

For ghouls and boys

MPC's Haunted Mansion series of Zap/Action kits such as Grave Robber's Reward and Escape from the Crypt is based on Disneyland and Walt Disney World. ○ **334**

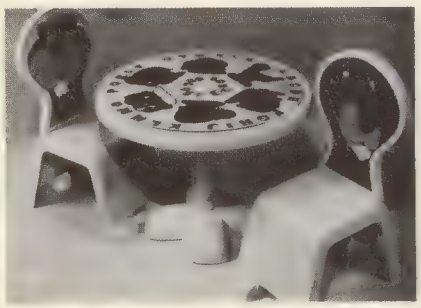


Make your own Rolls Royce

Tyco has introduced four Pocher d'Italia model car kits. Included in the line is the Pocher Rolls Royce Phantom II is perfect ⅛th" scale and in 2,199 parts. ○ **335**

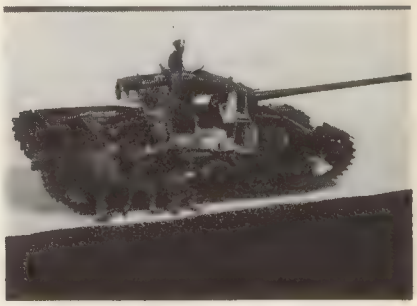
Kids dig CP's new pail set

Creative Playthings' pail, shovel, mold and sifter are great new items for the beach. What kid doesn't love the idea of digging in the dirt, sand or mud. Shovel, mold, and sifter conveniently rest in the seven inch-long pail for easy storage. ○ **307**



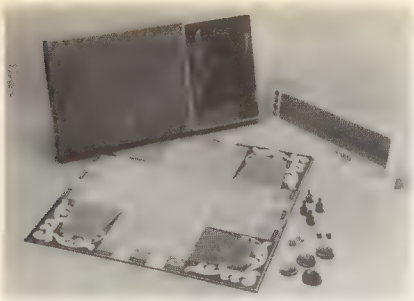
Is it a chair or a bear?

Kusan's Zoodleland play set comes complete with table and two chairs. The 24 inch table top has molded inlay design featuring colorful animals, numbers and the alphabet. The chairs have animals on the front and chalkboards on the back. ○ **304**



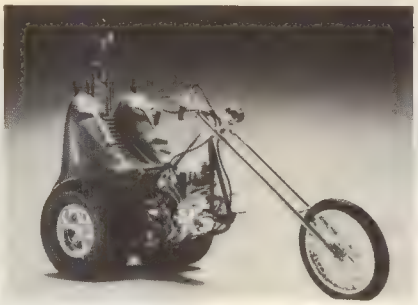
More tank for the money

MRC's 1/25 scale Centurion Tank comes complete with five figures and the most detailing in a model kit since the introduction of the firm's Tiger I. Details include removable hatches, operating suspension detail treds and other authentic features. ○ **308**



The princess and the pea

The Old Shell Game by Selcher & Righter is an up-dated version of pea and walnut games reminiscent of the old River Boat Days. Opponents guess where peas are. ○ **336**



Voodoo trikes for tykes

The Head Hunter Harley Voodoo Trike by Revell blazes out with wild Voodoo body and sculptured god and goddess figureheads, flaming torch headlights and contour seats. ○ **340**

Grow your salad from seed

Amsco introduces the Wonder Garden line, a group of four decorative, useful planter kits that compactly contain all that's necessary to grow an indoor miniature garden. ○ **326**

Sweeter Days are here

Saalfield presents vividly portrayed activity and coloring books reminiscent of the "good old days" in Ron Chereskin's "Sweeter Days" uniquely graphic art style. ○ **338**

Experiment with Lectrolab

Lectrolab by Owen-Illinois contains everything needed to conduct 65 experiments such as a Morse Code audio and visual signaller, and a weather indicator. ○ **337**

Testor Funny Cars make racing cars fun cars

The latest addition to the Testor line of polytoys are three authentic, 1/12 scale Funny Cars: the Hot Shot Pinto, Run Tuff Challenger and Super Fool Vega. All have flip-up bodies, chrome mag wheels, super wide rear slicks and detailed engine and interiors. Fantastically realistic. ○ **302**

Blazon repackages line

A new look in packaging is presented by Blazon-Flexible Flyer. All selling features of their Mascon telephones and pull toys are more clearly visible and thus more easily saleable. The products are guaranteed for one year. ○ **341**

Super duper Super Scale

L.B.M. Cox introduces serveral firsts in the 1974 Super Scale Home Racing Line. Among them are its four new track layouts which include the Daytona 500 featuring innovative accessories for a new play dimension to home racing. ○ **342**

Pop goes Walt Disney

From Kohner comes this deluxe Disney version of the Busy Surprise Box, a pre-school attention holder on the market. Donald, Mickey, Pluto and Dumbo pop up when the lids are unlocked by five activities a child delights in mastering. ○ **343**

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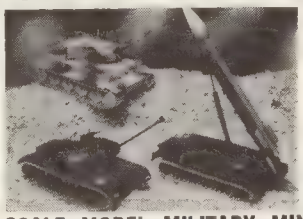

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Scrabble winner receives certificate

Bernard Wishengrad (L) receives his winner's certificate from Joseph Davidson (R) Commissioner of Recreation for New York City.

NEW YORK—Bernard Wishengrad is the proud possessor of the unique honor of being the best Scrabble Crossword Game player here.

Wishengrad earned the title by outplaying 11 other finalists in the first New York City Scrabble Players Championship.

The finalists represented the top scorers from the nearly 2,000 who entered the 13 weekly tournaments run by the New York City Department of Recreation and the Scrabble Crossword Game Players.

The 12 finalists were not only among the top five scorers from one of the weekly tournaments, but they were also the top players in the quarter-finals and semi-finals. The finals consisted of 11 games over two Sundays where each competitor played one game with the other finalists.

In addition to the fun and the certificate of merit awarded to each player, U. S. Savings Bonds were distributed by the Scrabble Players to the 12 finalists. Five players will now form a New York City team which will face a Baltimore team this month.

The Scrabble Players was formed two years ago as a wholly owned subsidiary of Selchow & Righter.

Ohio Art accelerates TV and print ads

BRYAN, OHIO—W. C. Killgallon, president, Ohio Art, announced that the company will step up both TV and print advertising in 1974, concentrating on promotion of six exclusives selected for proven appeal to wide age groups.

Etch-A-Sketch and Lexidata will be presented on the Today Show beginning the middle of September.

Featured on spot TV in major markets will be Ohio Art's new Woody Woodpecker Double Feature Slide Projector, a miniature theater presenting 16 of Walter Lantz' most beloved characters. Featured on sport TV will be Ohio Art's classic best sellers, Musical Color TV, Twirl-O-Paint and Bizzy Buzz Buzz, the mechanical doodle drawer.

All six of the Ohio Art featured items will also be promoted by substantial print schedules in national magazines and comics.

Also to be introduced will be a wide variety of surprises in the lines of tea sets, mechanical toys and tops, drums and pre-school toys.

SHOWCASE / Hobbies

For more information, circle product number on reader service card in back of magazine

General Crafts introduces more Crewel Tapestries

BALTIMORE—Inspired by the success of its first three designs in crewel tapestry do-it-yourself decorative wall hangings, General Crafts has introduced three new handiworks of art in the popular crewelwork best-sellers.

The three new crewel tapestries are: The Last Supper (34 x 30 inches) which depicts Jesus surrounded by the Twelve Apostles in an impressive biblical rendering; a Mediterranean Scene (34 x 30 inches) which evokes the sunny charm of a provincial French or Italian fishing village with landscaped villas in the background, and a French Scene (24 x 42 inches) which features a stately cathedral, chalet, red-roofed cottage depicting country serenity immersed in the trees and flowers of a quiet rural setting. ○ 275

Walco's Beaded Fruit Kit back by popular demand

BRONX, N.Y.—Walco Products announced that their boxed seven beaded Fruits Kit, #B—600J, has been put back in the Walco line, by popular demand.

17" wide x 12" high x 2¾" deep, the box contains seven fruit kits including peach, lemon, orange, apple, pear, banana and cluster of grapes. Seven actual size flocked fruit bases and all the pins and sparkling transparent faceted beads required to complete the fruit are included plus easy-to-follow directions.

The box, showing the completed fruit arranged on a silver plate, has a four-color cover, and is over-wrapped with clear shrink film. ○ 276

MRP's Funny Car Kit is the newest racing fun

KIRKLAND, WASH.—The Radio Controlled Funny Car Kit is the newest from Model Racing Products. The prototype of this car was tested at the R/C Nationals in August at Indianapolis and placed second.

Just install a .19 engine and radio and it's ready to go. Kit is available with either a Vega or Mach I Mustang body. ○ 277

Mangelsen highlights crafts theme

Kay Coplin shows how to make "Bumbles the Clown," one of the projects in Mangelsen's Ribbon Craft Book.

OMAHA—Craft dealers from around the country gathered for the Spring Open House for Harold Mangelsen & Sons. The Open House was followed by a day-long workshop at Howard Johnson's.

The show which highlighted an "Academy of Crafts" theme, featured representatives from nearly 50 brand name craft suppliers with their popular demonstrations and "make-it and take-it" tables.

Some of the new Mangelsen items introduced at Open House included three new craft books: Safety Pin Pin-Ups, Mini Beads, and Chenille and Bead Garden, Safety Pin Jewelry, combining safety pins with various types of beads, was one of the highlights of the Mangelsen demonstrations received very favorably by attending audience. ○ 278

Art Award helps kids swallow their vegetables

NEW YORK—Art Award has introduced a new series of vegetable growing kits designed to introduce children to the satisfactions and creativity of growing their own vegetables at home.

Each set of the Vegetable Garden Series contains everything needed to plant, grow and serve fresh garden mini-vegetables: decorative planter, packet of seeds, high nutrient potting soil, plus instructions. There are four different home-vegetables to choose from—Pixie Tomatoes, Tom Thumb Lettuce, Little Finger Carrots, and Pixie Onions. ○ 279

Hunt introduces materials for screen printing craft

PHILADELPHIA—Hunt Manufacturing has developed a water soluble, non-flammable line of Speedball Screen Printing Materials. All pigments are exclusively non-toxic and only soap and water are needed for clean-up.

Also being marketed are Speedball Textile Inks, brilliant flourescent inks and two Speedball Screen Printing Craft Kits. ○ 280

American Publishing appoints sales manager, new sales representatives

American Publishing Corp. of Watertown, Mass. has made Nancy Rosen, formerly of Urban Systems, Sales Manager, Toy Division.

The new representatives named by Ms. Rosen are L.S.H. Sales of Chicago to cover sales in Ill., Ind., and Wisc.; John Strahl Associates will cover the West Coast and Moreland-Anderson-Cooper, the Pacific Northwest.

American Publishing also has Matt Newfield, New England: Wes Westberg & Associates, North Central region: L.B.E.B., the Southeast: Lesselyong Co., the Southwest, and Silver Berk Sales in the Middle Atlantic, Ohio and Michigan.

Creative Playthings has been joined by Ruel McMullen as Midwest Region Sales Manager.

Mr. McMullen was previously associated with Western Publishing Co. and Coca Cola before going to Creative Playthings.

General Hobbies Corp. has appointed Ira H. Aurit as Credit Manager.

Rosen

McMullen

Aurit

Mr. Aurit comes to General Hobbies from Rosenau Brothers, Inc., where he was also Credit Manager. Prior to that he was with Dolly Madison Ice Cream Company.

At General Hobbies, Mr. Aurit is directly responsible for the corporation's credit policies and procedures.

Thomas & Higgins, toy sales firm based here, announced that it has opened a sales branch office in the Chicago area.

Warren Thomas and James Higgins indicate that Charles Larson will represent the firm in Illinois, northern Indiana and southern Wisconsin. He will be based at 195 S. Walkup Avenue in Crystal Lake, Illinois.

The lines, which Larson will work, include Animal Fair, Evercoat, Minicraft Models, and Product People Company.

O'Brien-Sexton Associates, Chicago, has been named Midwest sales representatives for Aladdin Industries, Inc., of Memphis, Tennessee. Aladdin is the maker of the Tripples game.

Aurora Products Corp. has announced the appointment of Robert Gruchacz vice president.

Mr. Gruchacz came to Aurora from Nabisco, Inc.

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MAY 1974 ISSUE—This inquiry good until July 1, 1974

Playthings

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All requests will be quickly forwarded to the manufacturers.

Thomas

Steiner

Taylor

Kenner has promoted Philip "Corky" Steiner to senior product manager. Mr. Steiner has been moved up from the position of product manager.

Neil Helson has been promoted from model maker to supervisor of the preliminary design shop.

Kenner has also promoted Gregory Leisring from maintenance foreman to maintenance general foreman at the Oakley production facility.

The Victor Recreation Products Group of the Victor Comptometer Corporation has announced that F. Morgan Taylor, Jr. is the new executive vice president of the Recreation Products Group, of which Ertl Toys is a member.

Mr. Taylor was Olin Corporation vice president in charge of administration for the Winchester Group.

Knickerbocker Toy Company, Inc. announces the appointment of William E. Studner as national sales manager. Mr. Studner, who has been a sales executive with other leading toy managers, will be involved with national sales, corporate planning and administration.

X-ACTO, a division of CBS, has announced several organizational changes.

John F. Thomas III has been named Vice President/Chief Executive Officer.

Avram Neshulam, formerly at Black and Decker, has joined the company as director of operations, and Murray Kaye has been named general sales manager.

Hunt Manufacturing Company has appointed two new sales representatives.

Mrs. Geri Kurek will represent Hunt in the Southern California and Nevada area. Prior to this she worked for Phi Beta Phi Sorority, where she was convention chairman.

Ms. Barbara Kushel will be Hunt's sales representative for Florida, with headquarters in North Miami. She was formerly employed in the same capacity by Xerox Corporation in Denver, Colorado.

Lesney Products has appointed Matthew Costigan as New York area salesman and Garret Engles as New England area salesman.

The firm has also promoted Ralph Lancellotti to the post of regional sales manager, responsible for the coordination of field sales efforts in the Northeast territory.

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MENLO PARK, CA. — Information Design Inc. has a new AV Carrousel File which is versatile, flexible and compact. The unit contains two modules, each with sixty storage compartments.

Expansion packs, each containing sixty storage units, may be added as necessary to customize files to individual requirement. Carrousels are molded in high impact polystyrene and rotate smoothly on a ball bearing base.

The files will accept Norelco-Phillips audio cassettes, 16 mm microfilm in cartridges, AV film strip and cassette kits, 35 mm microfilm in plastic boxes, 8 mm Technicolor film loops, 35mm microfilm in I.D. cartridges, 35mm microfilm in cardboard boxes and 8 track audio cassettes.

Shrink packaging system is economically priced

NEW YORK—The Packaging Division of the Errich International Corporation has a new shrink packaging system using a stainless steel shrink tunnel as its core. Called the Mighty Midget Shrink Packaging System, this unit is economy priced and compact designed.

The entire heat tunnel is insulated to preserve energy, and products remain in the shrink chamber a minimum of time. The tunnel, conveyor and console are three separate units that can be detached for easy cleaning.

Phillips Petroleum expands Adams Terminal system

BARTLESVILLE, OKLA.—Phillips Petroleum Company is expanding the capacity of its polyethylene plant and materials handling system at Adams Terminal near Houston, Texas, in order to better meet the increasing demand for its Marlex plastics.

Annual plant capacity will be expanded by about 160 million pounds. Capacity will be increased by installing new polymerization reactors.

IBM system speeds customer service

WHITE PLAINS, N. Y.—The IBM 3790 communications system, shown above in a typical office environment, controls up to 16 concurrent jobs from keyboard or display work stations to help speed customer service in remote locations. The 3790 can communicate directly with a virtual storage IBM System/370 at a company's central computing facility. The system's controller has its own disk storage, logic and arithmetic capabilities. It also can operate independently, processing data from the work stations, and storing it on removable diskettes for later transmission to the host System 370. Keying errors can be minimized by checking capabilities of the controller and costly re-handling of paperwork can be reduced since data is recorded at the source.

New intrusion detector reduces service costs

FAIRPORT, N. Y.—Detection Systems has announced the new DS 504 System—the latest advancement in their line of ultrasonic intrusion detectors. The system fills the gap between the single unit installation and the large systems.

The system consists of one DS 504 combination control and detector unit and up to 3 remote detectors. The protected area floods with a characteristic pattern of inaudible sound waves; interruption of the pattern by intruders creates an alarm condition without the intruder's knowledge.

The DS 504 offers range stability, high R.F.I. immunity, crystal control for unlimited multiple system usage, uniform catch performance, and reduced service costs as well as lower initial cost.

Digimetrics' weld inspector saves energy, cuts cost

YORKVILLE, N. Y.—Digimetrics has introduced an automatic weld inspector with self-contained quality level shutdown brain and shift register.

The new unit completely monitors resistance welds, ejects bad parts immediately or at a later time, shuts down any welder operating below par, avoids recalls and saves energy.

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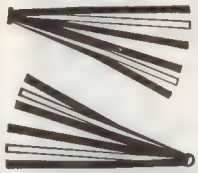
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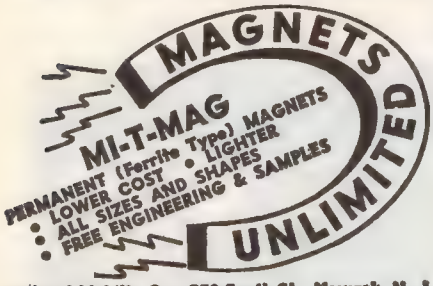

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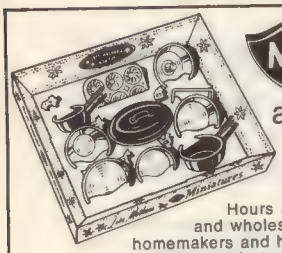

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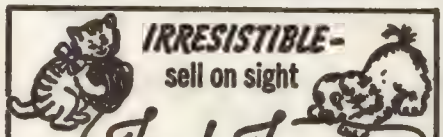

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